JANUARY 11, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NBC Edward Petry & Co.
National Representatives

COURTESY OF KENDALL REFINING COMPANY

The best advertising for KPRC-TV, The Houston Television Station is done on Houston's television screens. That's where performance records are really written. You'll get your own testimonial on the benefits of Quality Salesmanship. The sure, trouble-free and economical operation will delight both you and your advertising budget.

Ask your Petry man for it now

From one of the most successful and longest running series in broadcasting—"DEATH VALLEY DAYS"—52 thrilling stories have been specially selected. With the wise and humorous commentary of **WILL ROGERS, JR.**, these true adventures are presented as...

TRUE TALES OF THE OLD WEST

"No matter how up-to-date we've got, there's still some of the frontiersman in all of us. That's because we're Americans. And the spunk that whipped Indians and weather and the grit that conquered the prairies is built into our bones and muscles. That's why THE PIONEERS is a show for all Americans... new folks who came over just a few boats back, as well as people who had relatives at Shiloh. THE PIONEERS is America... its heritage, its chuckles, its tears. It sort of reminds us—and we should be reminded often—of what made, and still makes, our country tick."

Will Rogers, Jr.

CROSBY/BROWN PRODUCTIONS

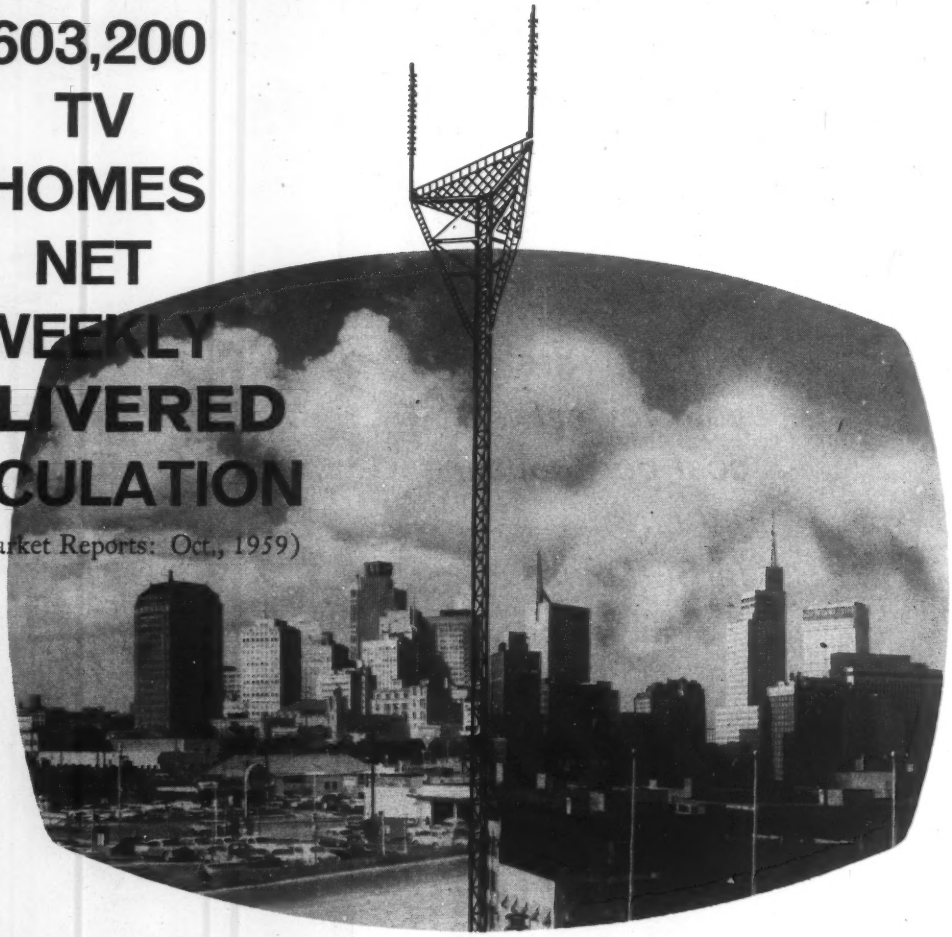
Bing Crosby, Chairman · Kenyon Brown, President

For information about the availability of THE PIONEERS in your market, write or phone:
Henry R. Flynn, General Manager, 915 North LaBrea, Hollywood 38, Calif. · OLdfield 6-6050

buy St. Louis
`a la card*
*KTVI rate card
your lowest
cost per thousand
TV buy
in St. Louis
ON THE SCENE as St. Louis steps forward with the multi-million dollar Mill Creek Valley Redevelopment Project.
KTVI 2
CHANNEL
ST. LOUIS
abc
Represented nationally by
BLAIR-TV

603,200 TV HOMES NET WEEKLY DELIVERED CIRCULATION

(ARB Market Reports: Oct., 1959)



The ARB report of KRLD-TV circulation ranks Dallas-Fort Worth as the **12th** largest* Market in the United States! Of all CBS-TV affiliates throughout the nation, KRLD-TV net circulation is **11th** largest . . . and in **1st** position throughout the entire South!

These substantiated facts prove the "measured preference" for KRLD-TV in the big, booming, BUYING Dallas-Fort Worth Market. Ask any Branham man.

*Net weekly circulation topped only by New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, Cleveland, Pittsburgh, San Francisco, St. Louis and Washington, D. C.

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Publishing concept • ABC-TV is serious about selling spot-carrier form of commercial schedules in some of its best evening time. Network intends to block out nightly periods at different times through week and use them as publishing concept advertising carriers. Carriers might run like this: 7:30-8 p.m., Mondays, 8-8:30 p.m., Tuesdays, 9-9:30 p.m., Wednesdays etc. Advertising messages would rotate through this schedule.

Commercial advantage to this arrangement, ABC-TV officials say, would be that advertiser would get commercials spotted at different prime times through week to reach maximum unduplicated audience. Network officials emphasize that prices of these schedules would be lump sums covering both time and production costs—and hence wholly commissionable to agencies. This would get around one agency fear that, if publishing concept were adopted by television, agency commissions on program production charges would be lost. What luck has ABC-TV had so far? There's been some resistance, but it's better than even chance that concept will be invoked.

Rising rates • What's ahead in television in 1960? One sure thing ought to be rate increases, according to confidential letter being received by top management of stations throughout U. S. from Norman E. Cash, TvB president, it points out to members that although advertisers are expected to put 10% more money into tv this year, station population is near maximum and availabilities are virtually nonexistent in many time periods, so that little more than token gains can be expected from time sales unless rates are raised. Television, it is noted, delivers at lower cost-per-thousand than any other medium and its CPM has gone down while others' went up.

NBC standards • NBC is rounding out its new department of standards and practices with appointment of John A. Cimperman, 25-year veteran of U. S. government service, as director, practices. He'll work alongside Ernest Lee Jahncke Jr., new director, standards (BROADCASTING, Jan. 4), under James A. Stabile, vp in charge of department. Mr. Cimperman's duties will include continuing analyses of practices employed in presenting both radio and tv programs. He's been legal attache in U. S. Embassy in London for 16 years, before that was special agent of FBI.

Only the beginning • Its agreement with ASCAP on new music licenses for radio stations (see page 70) doesn't mean All-Industry Radio Music License Committee is out of business. Having won 9% reduction in total payments to ASCAP, group currently plans to go back to BMI, with whom stations renewed last spring for five years, in quest of downward adjustment. BMI rates range from 0.75% to 1.2% of net times sales, depending on billings (ASCAP's new blanket rate is 2.125% of net receipts on commercial programs plus varying charges for sustaining uses). All-Industry group, headed by Robert T. Mason of WMRN Marion, Ohio, with Emanuel Dannett as counsel, plans also to undertake license negotiations with SESAC, whose rates also vary.

Out of the club • There's been no open talking about it, but NAB has found sharp turnabout in sentiment among directors and leading broadcasters on proposal to open Standards of Good Radio Practice to non-member subscription. Several weeks ago this idea drew less-than-enthusiastic response in NAB informal poll, after it had been advanced by Standards of Practice Committee and after FCC sources had hinted this might be good idea. Within past few days, however, sentiment has started to swing toward all-station standards following policy of tv code.

Progress report • Unique example of cooperation between union and employer paved way for trouble-free transition to full automation for WKRC-TV Cincinnati (story page 82). Station was enabled to cut engineering staff for WKRC-AM-FM-TV of 35 by 13 men through negotiations with IBEW, nine through automation and four through consolidation of transmitters in single plant. Hulbert Taft Jr., president, sang praises of Frank Atwood, president of Cincinnati local, and of Freeman Hurd, Chicago IBEW. Severance provided for one week pay for each nine months of service, or employes' share of profit-sharing pension, paid by company (whichever was greater). Taft Broadcasting also agreed to seek new employment for those released. William Hansher, Taft engineering vice president, handled negotiations with Mr. Taft.

Shades of 1952 • FCC's proposal to drop in limited number of vhf stations on "interim" basis with shorter-spaced assignments (page 76) served to recall that plan closely parallels one submitted by former Comr. Robert F. Jones, in his dissent from majority "Sixth Order and Report" on tv allocations of April 14, 1952. Whereas new proposal would utilize directional antennas to accommodate stations in selected markets at shorter spacing, Jones plan had proposed such controls through limitation of antenna heights and power. Sixth Report was adopted by 6-1 vote.

PCP pay-off • CBS radio authorities are looking on 1960 as happy new year already. After reporting network's Program Consolidation Plan got it into black in fourth quarter of 1959, less than year after PCP started, they now say they have $2 million net business (after commissions and discounts) already on books for 1960, most of it new. Pepsi-Cola, Bristol-Myers and Tetley tea are among advertisers signed to substantial new contracts, it's understood, while Whitehall Pharmacal and Glenbrook Labs Div. of Sterling Drug have expanded or renewed. In addition, another affiliate which defected during early controversy over PCP—WSUB Cedar City, Utah—has returned to network lineup along with WKNE Keene, N.H., which returned recently.

Wider than broadcasting • Federal Trade Commission lawyers are studying intensively Attorney General Rogers' report on deceptive broadcasting (story page 46). FTC review of those sections dealing with FTC and broadcasting may be made public soon. One attitude may be assumed: Where Justice Dept. recommended FTC investigate broadcasting advertising, you can be sure trade agency officials feel investigation should be of all advertising media.

Pile of trouble • Shape of things to come may be foreseen even sooner than completion of current FCC inquiry on subject of programming and FCC's power in that area. This is at bottom of tug of war within FCC on what to do with over 4,000 replies from stations to payola question. Some sentiment, strongly held by several commissioners, is to make each reply part of license file and thus subject for consideration when station's license comes up for renewal. Kicker here is that if reply is not considered adequate this may reflect adversely on licensee at renewal time.

960

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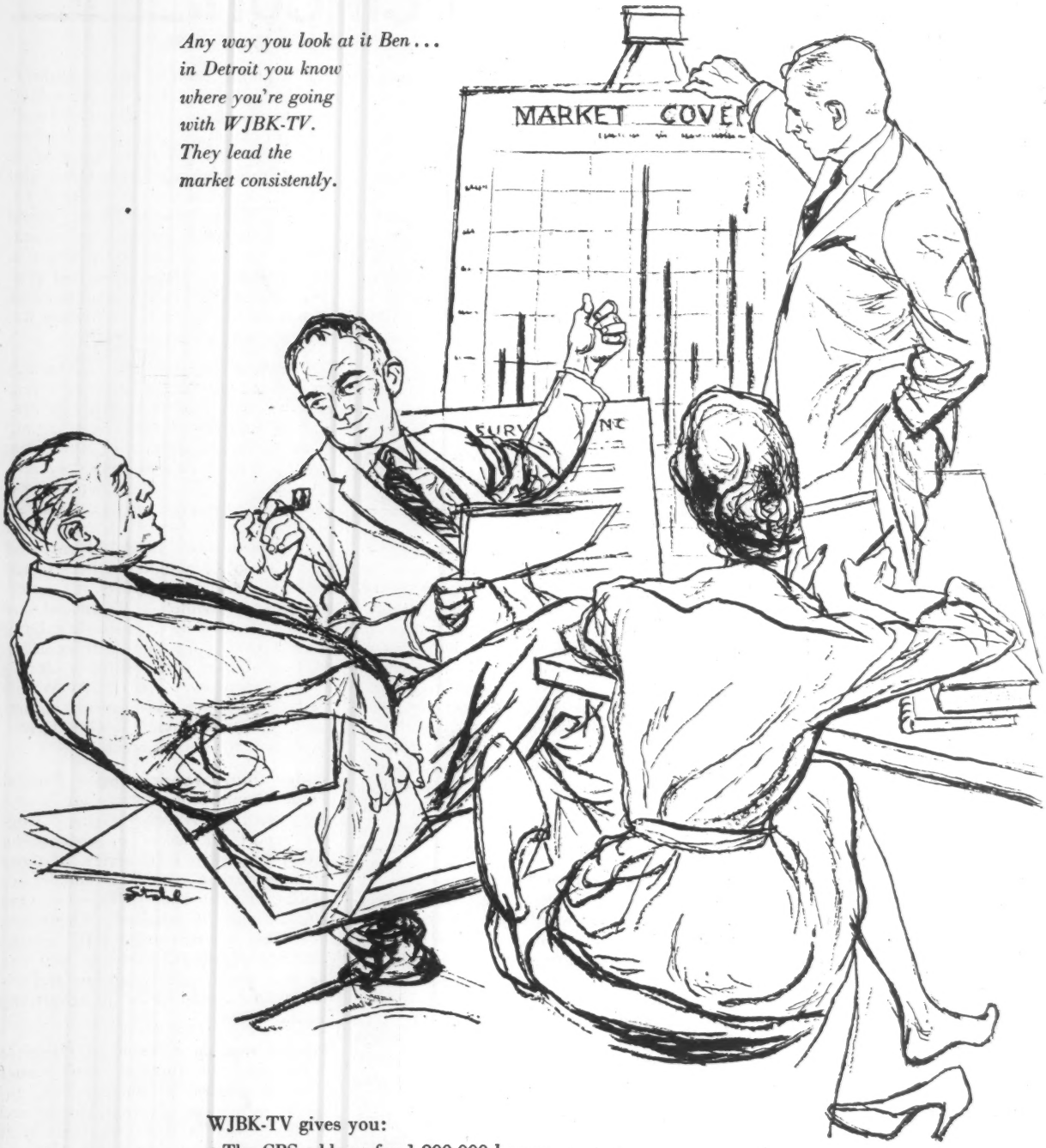
Any way you look at it Ben . . .
in Detroit you know
where you're going
with WJBK-TV.
They lead the
market consistently.



WJBK-TV gives you:

- The CBS address for 1,900,000 homes.
- 9 billion dollars of purchasing power.
- The nation's fifth largest market.

WJBK-TV *call Katz*
DETROIT CHANNEL 2
a **STORER** *station*
National Sales Offices:
625 Madison Ave., N.Y. 22 • 230 N. Michigan Ave., Chicago 1

WEEK IN BRIEF

MR. WILKINS

It's time to stand up and be counted • To listen to criticisms of advertising and the mass media today, it would seem that the trade associations have been asleep at the switch of self-regulation. This just isn't true. Donald J. Wilkins, Washington vice president of Advertising Federation of America, contends. He cites the more than a half-century of constructive work by AFA and others. But, in this week's MONDAY MEMO, he warns that all must stand up and be counted—either in or out of the "fold." The alternative, he says, is strict government regulation. Page **24.**

Nothing but evil • American Guild of Composers & Authors and American Federation of Musicians witnesses throw the book at broadcasters for purported pollution of the public through ownership of music publishing and phonograph record facilities described as responsible for the popularity of tunes. Page **29.**

A conflict in views • Witnesses at renewed FCC hearings differ sharply on an advertiser's rights to exert controls over the program he sponsors. No, says playwright; yes, maintains ANA. Page **36.**

Broadcasters stunned by Rogers report • Shocked at Justice Dept.'s approach to basics of broadcasting, industry keeps thoughts to itself. Report underlines FCC authority over programming. Page **46.**

ANA wants some answers • Special Feb. 2 meeting called with invitations extended to leading government, media and agency spokesmen. Purpose: to find out where advertising stands in the current storm. Page **62.**

Real huff or just puff? • TvB mounts major attack on magazines. Says for want of a better share of national advertising they're chasing after tv's scalp or putting up smokescreen claims. Page **66.**

ASCAP-radio deal final • Judge signs order approving new station music license terms expected to give radio a $750,000 to $800,000 annual reduction in payments. Page **70.**

AFTRA-SAG didoes • A study commissioned by the two unions concludes a consolidation is feasible and desirable, but new AFTRA tactic presages another jurisdictional fracas between the labor organizations. Page **75.**

Regionals push for NARBA ratification • Washington meeting of new group, Regional Broadcasters, called by Meredith Broadcasting's Payson Hall, kicks off emergency push for Senate ratification of the 1950 North American Regional Broadcasting Agreement and 1957 Mexican-U.S. pact. Further delay is tantamount to rejection, group contends. Page **80.**

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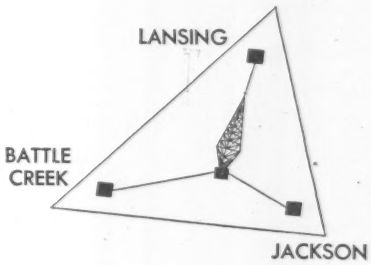
EFFECTIVE COVERAGE!

WILX-TV

Channel 10

Completely Covers Michigan's Rich GOLDEN TRIANGLE with a City Grade Signal!



WILX-TV

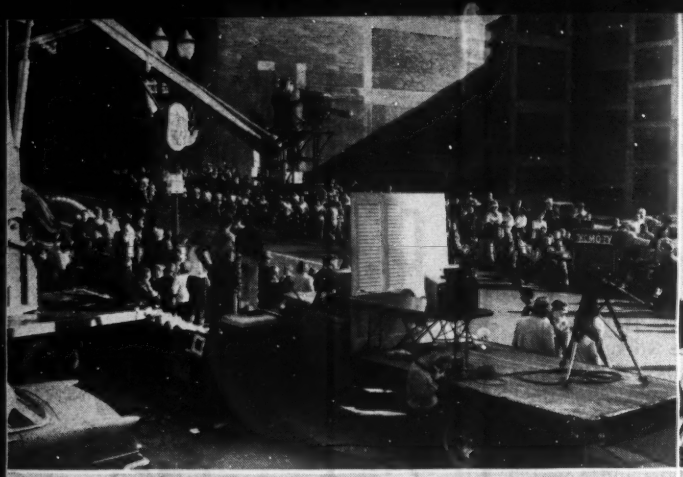
Serves and Sells Michigan's No. 1 Market outside Detroit

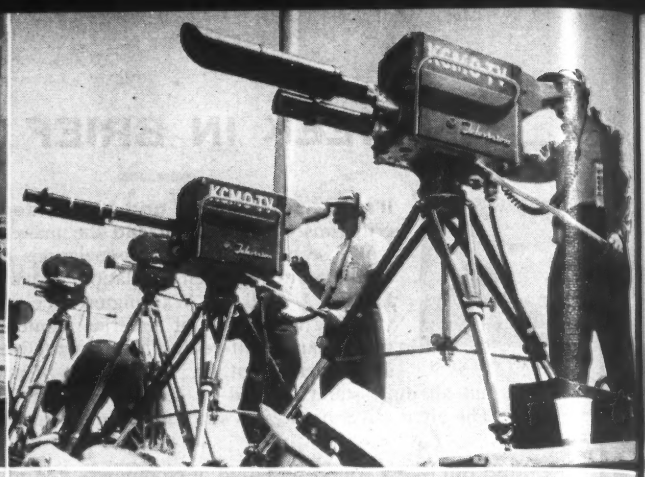
SOME PRIME TIME STILL AVAILABLE

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

Associated with
WILS—Lansing
WPON—Pontiac



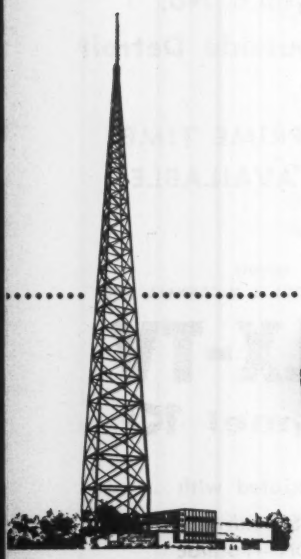


KCMO has the "knows" for news

There's this about news: you have to get it in before you get it out. KCMO is long on what it takes for both.

Getting it in: KCMO's staff of ten career journalists has the "knows" of experience. KCMO cruiser units give on-the-spot coverage of local and nearby events. "Operation Skywatch" reports from our aircraft on happenings below. News in the making around the world comes in through A. P., Photofax, and CBS Newsreel.

Getting it out: from Broadcasting House and the tall, tall tower, KCMO-TV blankets Mid-America. KCMO-Radio keeps a four-state area up to the minute on doings everywhere.



SEAL OF GOOD PRACTICE — NAB — NATIONAL ASSOCIATION OF BROADCASTERS

Among the top news awards we have won: National Association of Radio News Directors' Distinguished Achievement Award; the Sigma Delta Chi Award; Medill School of Journalism Award — *plus the award of a loyal following that makes a great audience for the advertiser.*

KCMO • Television • Radio / Kansas City, Mo.

The Tall Tower at Broadcasting House
CBS Radio and TV

Represented nationally by Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

E. K. Hartenbower, Vice President and General Manager
R. W. Evans, Station Manager — Radio
Sid Tremble, Station Manager — TV

FCC hears radio-tv public service record

Four broadcasting station executives relied heavily on media's record in public service programming in telling FCC Friday (Jan. 8) that radio and tv have overall good record. At same time, they agreed in testimony before Commission's continuing media study that there are many broadcasting ills which need to be corrected and which industry itself can best eliminate sans government regulation.

Tom Chauncey, president of KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, conceded that overall tv programming needs to be improved but said overall product has been good when total amount of hours broadcast daily is considered. (Resume of Mr. Chauncey's prepared testimony and that of other Friday witnesses appears on page 43.)

Programming concept for entire day should be directed toward mass audience, he said, but added each segment of day should not necessarily attempt to reach this goal. As member of CBS-TV Affiliates Board, Mr. Chauncey said network works closely with stations in attempts to better end product.

Arizonian said he thought station personnel who have accepted payola are guilty of "bribery" and that they should be prosecuted. Also needing punishment, he said, are guilty parties in tv quiz scandal because they "cheated and deceived" public. He said, however, that industry can do own policing much better than it could be accomplished through federal regulation and that FCC now has all power needed.

Mr. Chauncey, who is president of Arizona Broadcasters Assn., was told by Comr. Robert E. Lee he was awaiting first such witness so he publicly could praise state associations for help they have rendered in civil defense and Conelrad.

Public Service Policy • Next witness, Cecil Woodland, general manager of WEJL Scranton, Pa., also is president of that state's broadcasters' association. Mr. Woodland said public service is so important that WEJL not only makes time available to various groups but also provides them with programming assistance and best time possible. "We strongly disagree with those who claim that public service broadcasting inevitably loses the audience for the station," he said.

He suggested Commission consider program of "announcer registration so that flagrant misconduct of any air personality would result in formal complaints being filed. . . ." All sincere broadcasters, he felt, would like more specific guidance from FCC with respect to programming and recommended agency restate its programming policies.

Marianne B. Campbell, general manager of WJEH Gallipolis, Ohio, gave comprehensive summary of how her station serves public. She said efforts are more than justified when listeners gave every assistance possible to help station return to air after it was destroyed by fire in August 1957.

She said WJEH pays for large majority of records it plays on air and very carefully screens any broadcast which is sent to station unsolicited. Air personalities select own records to be played, she stated, because management wants to give them responsibility in operation. Miss Campbell denied that any preference is given to Broadcast Music Inc. songs over those licensed by American Society of Composers, Authors & Publishers, charge leveled by another witness previous day (see page 29).

Past Record • Howard B. Hayes, vice president and general manager of WPIK Alexandria, Va., and WOKO Albany, N.Y., told Commission it should rely heavily upon station's fulfillment of public service responsibilities in renewing license. He said WPIK and WOKO determine needs of public through participation of key personnel in civic activities, inquiries that come to station, local officials and advertisers.

Mr. Hayes was critical of advertisers' reliance on ratings in selection of stations for their messages. He charged ratings perform "tremendous disservice" to public because station must have top ratings to secure revenue, which deprives listeners and viewers of balanced program structure.

Hearing continues today (Monday), tomorrow and Friday (Jan. 15) of this week in Rm. 7134 at FCC. Scheduled to testify today are Peoples Broadcasting Corp; Stanley Adams, president of ASCAP; Theodore Jones, president of Good Music Broadcasters; George V. Smith, international president of National Assn. of Broadcast Employes & Technicians, and Donald Conaway, executive secretary of American Federation of Tv & Radio Artists. Tuesday's witnesses will include William L. Putnam, Springfield Tv Broadcasting Corp. (group owner); Storer Broadcasting Co. (group owner), and Frank Kelley, Fund for the Republic.

'Play of the week'

Washington Post and Westinghouse Broadcasting Co. have made joint offer to NTA Chairman Ely Landau to carry WNTA-TV New York's *Play of the Week* on their stations. WBC President Don McGannon, negotiating for two companies, wrote letter to Mr. Landau expressing interest in obtaining show, asking for contract assurances and price. Deal is still in air. Offer is strongest of many Mr. Landau has received from major markets concerning show. Critic acclaimed but still sponsor-poor, series features top show business stars (Helen Hayes, Judith Anderson, etc.) in low-budget productions of Broadway shows. Mr. Landau won't yet commit station to continuing series beyond Jan. 31. *Washington Post* stations are WTOP-TV Washington and WJXT (TV) Jacksonville. Westinghouse stations are WBZ-TV Boston, KYW-TV Cleveland, KPIX (TV) San Francisco, KDKA-TV Pittsburgh and WJZ-TV Baltimore.

Celler bill would limit news media holdings

New foray by House Antitrust Subcommittee into radio and tv broadcasting appeared assured with statement by Chairman Emanuel Celler (D-N.Y.) being released today (Monday) that he is introducing bill to amend Clayton Antitrust Act to prohibit common ownership of "substantial portion" of radio or tv stations and news publications "in any section of the country."

Kenneth Harkness, co-counsel of House unit, said hearing probably will begin in March or April, since subcommittee will be tied up with other antitrust matters until then. But he said preliminary investigations by staffers to determine extent of joint radio-tv and newspaper or magazine ownership will begin much earlier.

Rep. Celler, in announcing he would

AT DEADLINE CONTINUED

introduce bill last month, said at that time it would be referred to House Commerce Committee as amendment to Communications Act (BROADCASTING, Dec. 14, 1959), but since bill as finally drafted would amend Clayton Act, Mr. Harkins feels it will go to Rep. Celler's own antitrust group.

Rejoins RCA-NBC

Adm. Lewis L. Strauss, former chairman of Atomic Energy Commission, named to boards of RCA and NBC, it was announced by RCA Board Chairman David Sarnoff Friday (Jan. 8) following board meetings. This makes second tour of duty on two directorial boards for Adm. Strauss, who was member for six months in 1953, leaving to return to AEC as its head. He succeeds Edward F. McGrady who retired from RCA-NBC boards.

Last round

NBC-TV notified Gillette Co. Friday (Jan. 8) that it would drop Friday night fights when Gillette contract expires next June. Network told sponsor, which has held program since early days of tv, that questionable practices in fight game led to decision and that some affiliates had said they would no longer clear.

WEEK'S HEADLINERS

MR. ROGERS

LAWRENCE H. ROGERS II, president of WSAZ-AM-TV Huntington and WKAZ-AM-FM Charleston, both West Virginia, appointed vp in charge of operations of Taft Broadcasting Co., effective March 1. Taft Broadcasting Co. operates WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio, WBRC-AM-FM-TV Birmingham, Ala., WBIR-AM-FM-TV Knoxville, Tenn., and WKYT (TV) Lexington, Ky. HULBERT TAFT JR., TBC president, said that Mr. Rogers will be in supervisory charge of all Taft stations, assuming some of duties of three top executives. Mr. Rogers, who was responsible for building and managing West Virginia's first tv station, is founder and former chairman of board of Television Bureau of Advertising, formerly member and vice chairman of NBC Television Affiliates Board and member of board of directors of Assn. of Maximum Service Telecasters.

LESTER BERNSTEIN, who earlier this month assumed position as director of corporate affairs at NBC (WEEK'S HEADLINERS, Dec. 28, 1959), elected to newly created post of vp, corporate affairs, it was announced Friday (Jan. 8) by NBC Board Chairman Robert W. Sarnoff.

ALFRED R. BECKMAN, vp in charge of television station relations of ABC, moves from New York to Washington, D.C., with appointment as vice president in charge of ABC office in capital, post vacant since retirement of ROBERT HINCKLEY nearly year ago. EDGAR G. SHELTON JR., assistant to president for national affairs in Washington, elected vp. ROBERT L. COE, regional manager in ABC-TV station relations department, takes over as director of stations relations for television network. JOSEPH J. JACOBS, assistant to president for legal and broadcasting division affairs at ABC, N.Y., named assistant general counsel for network. Mr. Beckman, elected vp in 1957, has been with ABC since 1943 in various station relations posts. Mr. Shelton prior to joining ABC in 1957 was director of U.S. National Security Training Commission. Robert Coe was director of station relations of DuMont Television Network before joining ABC-TV in 1955. He also had been assistant to general manager of KSD-TV St. Louis and later vp and general manager of WPIX (TV) New York.

MR. BECKMAN

MR. SHELTON

MR. COE

MR. JACOBS

MR. ARBUCKLE

RICHARD C. ARBUCKLE, vp and midwestern sales manager of Robert E. Eastman Co., Chicago, appointed executive vp. Mr. Arbuckle, with Eastman organization since its establishment in June 1958, has held present post since last March. He formerly was central division manager, NBC Spot Sales and general sales manager of WERE Cleveland. GEORGE DUBINETZ, sales staffer in Eastman's Chicago office, named vp. MR. DUBINETZ, also with company since its inception, formerly was account executive with NBC Spot Sales. His earlier background includes sales experience with Buick Div. of General Motors. MORT BASSETT, vp and New York office manager, resigns and gives up his minority stock ownership as result of "amicable differences over policy." Mr. Bassett, who owned WROD Daytona Beach, Fla. before joining Eastman in Dec. 1958, and formerly with John Blair & Co., Morse International and NBC in broadcasting career spanning 23 years, said he intends to remain in broadcasting but has not completed plans. JOSEPH P. CUFF and JAMES H. FULLER, both with Eastman's New York sales staff, named eastern sales manager and director of creative sales, respectively.

MR. DAWSON

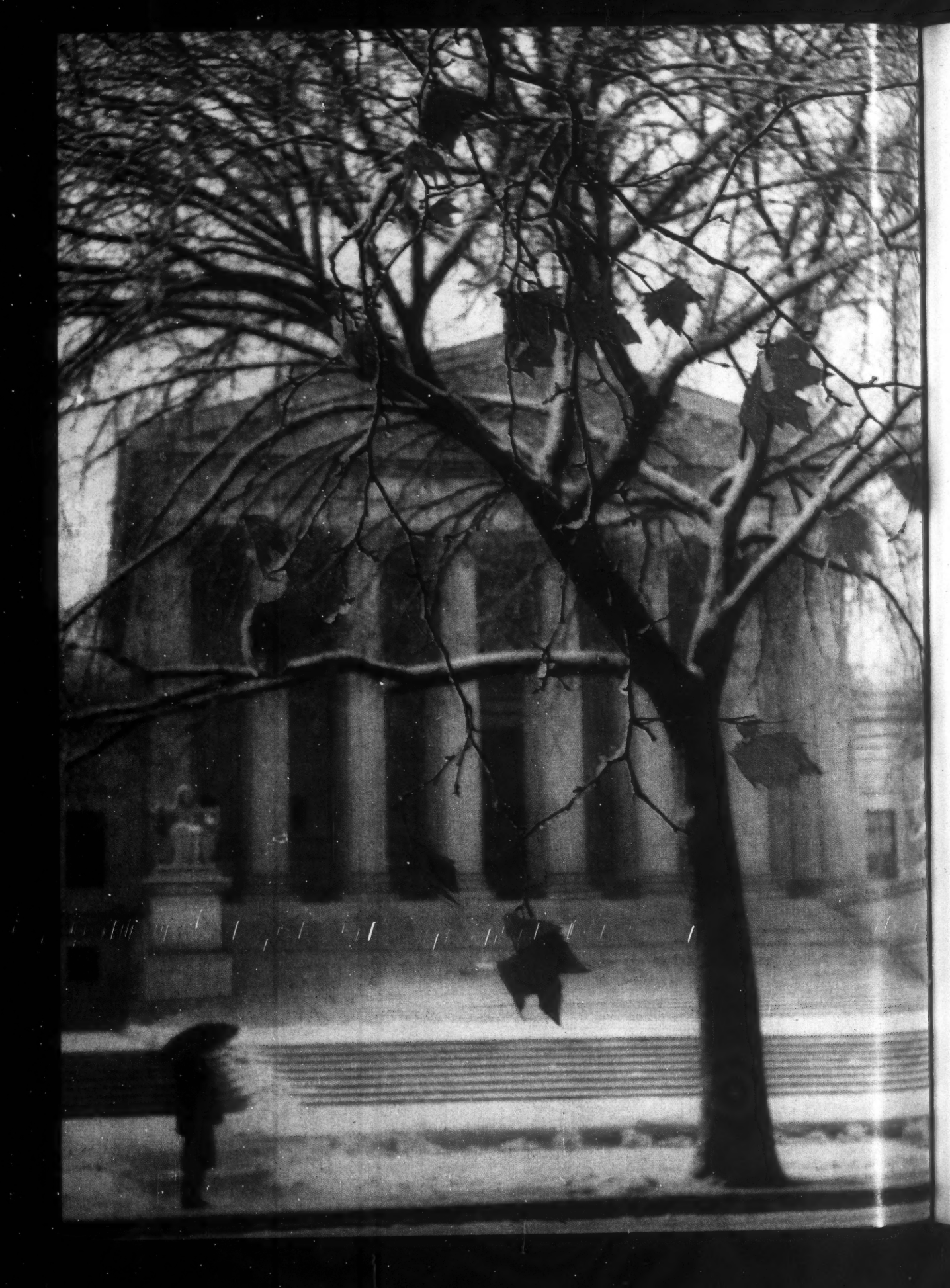
W. THOMAS DAWSON, director of sales promotion and research, CBS Television Spot Sales, named vp in charge of advertising and promotion, CBS Radio, succeeding LOUIS DORFSMAN, who joined CBS-TV as creative director for sales promotion and advertising (AT DEADLINE, JAN. 4). Mr. Dawson in 1949 was program director KGBC Galveston, Tex., then moved to Los Angeles in 1952 where he successively served with KTTV (TV), American Research Bureau and KHJ-TV. He joined CBS late in 1954 as sales promotion manager, WBBM-TV Chicago, and in 1957 moved to Spot Sales as director and to research in July 1959.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

Take that famous dessert. It proved that even today's most successful product can't rest on yesterday's ideas. ¶ The man who made it owned the market. His share was practically all the share there was. He continued to build the market with new flavors, new packages and new promotions. He had practically everybody eating his dessert. You'd think he had gone to the limit of sales. ¶ But, now he's got people spooning it on cereal... as well as sprinkling it on toast... And using it with ice cream to make sundaes. ¶ Tomorrow, who knows what? People will use a fine old brand in brand-new ways when somebody gives 'em the idea... People buy ideas!

YOUNG & RUBICAM, advertising

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • San Juan • Caracas • Geneva



WHITE ON WHITE

The last leaves of
Fall still cling precariously
to limbs laced with
Winter's first snow. Rising
up from the blanket of
white: the Supreme Court
building, as seen
through the lens of Fred Maroon.
Another in a series of
Washington landmarks
commissioned by WTOP-TV.

Reprints on request

WTOP-TV 9
WASHINGTON, D. C.

REPRESENTED BY CBS TELEVISION SPOT SALES

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio ..... *Washington, D.C.*

FIRST RATINGS!

"THE FOUR JUST MEN"

TOPS

ACROSS U.S.A.!

LOS ANGELES

15.3 *ARB/Nov. 1959* 7-station market

SEATTLE

25.5 *Pulse/Oct. 1959* 4-station market

MIAMI

19.3 *ARB/Oct. 1959* 3-station market

BOSTON

17.4 *ARB/Oct. 1959* 3-station market

I T C

INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JANUARY 1960

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 11—Comments due in FCC rulemaking to authorize vhf translators with a maximum power of 1 w.

Jan. 11—Chicago Broadcast Adv. Club regular monthly luncheon, Sheraton Towers. Main speaker: Sol Taishoff, editor-publisher, BROADCASTING. Thomas Wright, vp at Leo Burnett Co., presides as BAC president.

***Jan. 12—Radio & Television Executives Society** timebuying-selling seminar. H. P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., and William E. (Pete) Matthews, vice president-director, media relations-planning, Young & Rubicam, view "How Many Commercials Make Too Many?" Hotel Shelbourne, New York, noon-2 p.m.

Jan. 13—Canadian Board of Broadcast Governors opens public hearings for second tv license in Winnipeg.

***Jan. 14—Radio & Television Executives Society** "newsmaker" luncheon recognizing FCC at which Chairman John C. Doerfer will deliver address. Grand ballroom, Hotel Roosevelt, New York, 12:30 p.m.

Jan. 16-17—Eighth annual **Retail Adv. Conference,** Palmer House, Chicago. Among key speakers: Robert M. Cox, president of WMCK McKeesport, Pa., and Cox's Dept. Store; Frances Corey, vp of Grey Adv. for west coast operations, and Josephine Brooker, advertising manager of Buttrey's Dept. Store, Great Falls, Mont., and specialist in radio promotion. Presentation of outstanding retail promotion awards, discussions, workshops and reception comprise remaining agenda.

Jan. 18—Canadian Board of Broadcast Governors opens public hearings for second tv license in Vancouver.

Jan. 19—Los Angeles, Hollywood and Los Angeles Women's Ad Clubs joint luncheon meeting, Hotel Statler, with Richard Ryan, general manager, KLOK San Jose, Calif. (president, Advertising Assn. of the West), as major speaker in an AAW program. Felix Adams, vp, Radio Recorders (Hollywood Ad Club president), will be chairman.

Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board. SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

Jan. 19-21—National Religious Broadcasters 17th annual convention, Mayflower Hotel, Washington.

***Jan. 21**—Ninth annual **Sylvania** awards, Hotel Plaza, N.Y.

***Jan. 21—Radio & Television Executives Society** production workshop with NBC on color tv. Ziegfield Theatre, 54th St. and Sixth Ave., New York. Box lunch at noon, demonstration at 12:45 p.m.

Jan. 22-24—Advertising Assn. of West midwinter conference, Lafayette Hotel, Long Beach, Calif.

***Jan. 23—Connecticut UPI Brodcasters** Assn. winter meeting at 63rd Artillery Group Headquarters (NIKE Command Post), New Britain, Conn. Host: Col. Vester M. Shultz.

Jan. 25—Retrial of former FCC Comr. **Richard A. Mack** and friend, **Thurman A. Whiteside,** on charges they conspired to throw grant of Miami ch. 10 to National Airlines. U. S. District Court, Washington.

Jan. 25—Hollywood Ad Club luncheon, Hollywood Roosevelt Hotel. Speaker: Kevin Sweeney, president, Radio Advertising Bureau.

Jan. 25—NAB will testify at FCC's programming hearing in Washington.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism. Speaker: Sig Mickelson, CBS News president.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

***Jan. 27—Radio & Television Executives Society** round table luncheon. Topic: the tv specialists at the corporate level. Speakers to be announced. Hotel Roosevelt, New York, 12:30 p.m.

***Jan. 28-29—Western Canada Television Sales Managers,** sales clinic at Calgary, Alta., with speakers from Canadian advertisers, agencies and tv stations on the program. Among speakers will be Bob Watson and Herb Stewart of CHCT-TV Calgary, and Blair Nelson, CFQC-TV Saskatoon, Sask.

Jan. 28-30—South Carolina Broadcasters Assn. annual convention, Hotel Greenville, Greenville. Ken Beachboard of WFBC-TV there will be in charge of the tv sessions.

Jan. 29—Adcraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

***Jan. 31-Feb. 5—American Institute of Electrical Engineers** winter general meeting. Special feature: symposium on international communications, Feb. 3. Hotel Statler-Hilton, New York.

FEBRUARY

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

***Feb. 3—Institute of Radio Engineers** Pacific Group, winter convention on military electronics. Main speaker: J.R. Pierce of Bell Telephone Labs on Satellite Systems for Commercial Communications. Ambassador Hotel, Los Angeles.

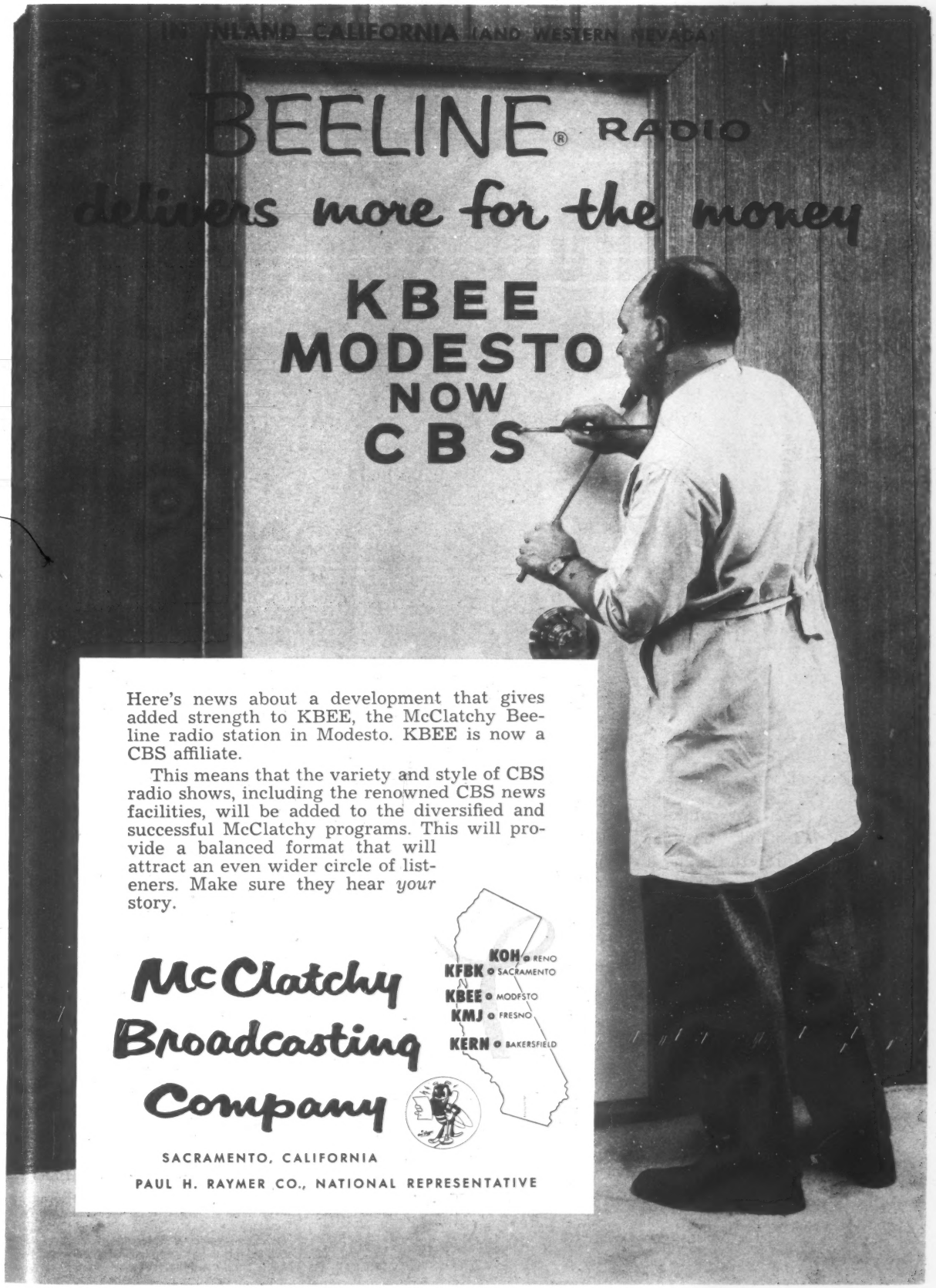
Feb. 4—Minnesota AP Broadcasters Assn., annual meeting, Minneapolis.

Feb. 5—Advertising Federation of America midwinter conference, Statler-Hilton Hotel, Washington.

Feb. 5-13—U. of Minnesota School of Journalism's 13th radio-tv short news course at the university, Minneapolis.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and editorial art of 1959 at Statler Hotel there. Prizewinners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 7-9—Advertising Federation of America First


INLAND CALIFORNIA AND WESTERN NEVADA
BEELINE® RADIO
delivers more for the money
KBEE
MODESTO
NOW
CBS
Here's news about a development that gives added strength to KBEE, the McClatchy Beeline radio station in Modesto. KBEE is now a CBS affiliate.
This means that the variety and style of CBS radio shows, including the renowned CBS news facilities, will be added to the diversified and successful McClatchy programs. This will provide a balanced format that will attract an even wider circle of listeners. Make sure they hear your story.
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD
McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

District conference, Statler-Hilton Hotel, Boston.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teenagers, CBS Studio 52.

Feb. 8—Minneapolis Sales Executive Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

Feb. 9—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

***Feb. 10-12—1960 International Solid-State Circuits Conference**, sponsored by American Institute of Electrical Engineers, Institute of Radio Engineers and U. of Pennsylvania, Philadelphia, at the university.

Feb. 11—Houston Advertising Club forum, Shamrock-Hilton, Houston, Tex. Speakers: Donald S. Frost, senior vice president, Bristol-Myers, and board chairman of Assn. of National Advertisers; Arno H. Johnson, vice president-senior economist, J. Walter Thompson, and board chairman of Advertising Research Foundation; James S. Fish, vice president-advertising director, General Mills, and board chairman of Advertising Federation of America; Sylvester (Pat) Weaver, board chairman, McCann-Erickson Corp. (International). C. James Proud, president, AFA, will speak at noon luncheon.

Feb. 11-12—British Columbia Assn. of Broadcasters annual meeting, Hotel Vancouver, Vancouver, B.C.

Feb. 13—Western States Advertising Agency Assn. annual dinner dance at Ambassador Hotel, Los Angeles. Award will be presented to "Advertising Citizen of 1959."

***Feb. 13—Institute of Radio Engineers**, Washington section, annual banquet. Hotel Statler-Hilton, Washington, D.C.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel.

Feb. 16—Radio & Television Executives Society timebuying-selling seminar. Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

Feb. 17—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1958 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

Feb. 18-23—American Bar Assn. midwinter meeting, Edgewater Beach Hotel, Chicago. ABA board of governors and groups, along with National Conference of Bar Presidents and Fellows of the American Bar Foundation, meet in advance of House of Delegates sessions Feb. 22-23. Progress report on study work with media representatives on controversial Canon 35 (radio-tv access to courtroom proceedings) expected to be filed.

Feb. 19—Sales Executives Assn. and Advertising Club of St. Louis, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 21-22—Virginia AP Broadcsters—Washington & Lee U.'s radio newsmen's seminar.

***Feb. 22-24—International Advertising Assn.**, first Latin American convention, Caracas, Venezuela.

Feb. 23—Radio & Television Executives Society timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

top acceptance*

more listeners
than all other stations combined

Right at your fingertips...top acceptance with WCCO Radio delivering more listeners than all other Minneapolis-St. Paul stations combined!

Top coverage with 1,022,610 radio families in 114 basic area counties at lowest cost per thousand . . . less than half the average of all other Twin Cities stations. The right buy right now . . . right at your fingertips.

lowest cost* per thousand

WCCO RADIO

Minneapolis • St. Paul

The Northwest's Only 50,000 Watt 1-A Clear Channel Station.
Represented by CBS Radio Spot Sales

Source: Nielsen Station Index, January-August, 1959 — Station Total, 6 AM-Midnight, 7 day week.

Only with RCA can you get the

Why you get the best when you TAPE IT RCA!

1. Centralized control panel including metering of audio, video, control track and master erase heads
2. Better than 36 db video signal-to-noise at wide bandwidth video
3. Quadrature delay lines, record and playback
4. Built-in picture monitor and oscilloscope with push-button selection of signals
5. Continuously variable winding speed
6. Foot-switch on reel brakes for easy tape threading
7. Air lubricated tape guides

Don't settle for less than the best. See your RCA Representative, or write to RCA, Dept. YE-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA

ANOTHER W
RCA SERV
BROADCASTE
THROU
ELECTRONI

A Electronic Quadrature e Best Picture in Seconds!

–PLAY ANY TAPES AS THOUGH MADE ON AN ADVANCED RCA TV TAPE RECORDER!

Electronic quadrature adjustment, as offered by the RCA TV Tape Recorder, assures the best picture alignment *in seconds*, even in playing back tapes made on recorders without the advantages of RCA precision circuitry.

Two sets of four precisely adjusted electrical delay lines are provided, one set of which is used during the record operation, the other during playback. Once set, the *record* delay lines need not be changed until a new headwheel panel is installed in the machine.

The *playback* delay lines may be used at any time a tape exhibits quadrature errors in playback. The appropriate tap switches are adjusted until horizontal displacement is corrected. All correction is accomplished quickly, during operation of the machine. And adjustment for record error can be made within a very few seconds after playback starts.

A tape recording can be made on an RCA machine with much more accuracy than with a machine that is adjusted mechanically. That's why we say, "For the picture of pictures, tape it RCA and play it back on an RCA TV Tape Recorder."

8. Space-saving rack mounted design
9. Four channel video equalizer
10. FM deviation meter
11. Coarse and fine adjustment of control track phase with full 4-track range
12. Simultaneous playback of program audio and control track during record
13. Playback tape speed control for synchronization of two or more machines
14. Tape footage indicator
15. Complete cue channel facilities
16. Calibrated control for measuring remaining video head life
17. Automatic control of shoe positioning for protection against skewing in pictures
18. Balanced shoe adjustment for protection against scallops in picture
19. Provisions for accurate tape splicing
20. Master erase head
21. Precision reel hubs for long bearing life

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

wmca 570kc
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FIRST ON YOUR DIAL

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THE VOICE OF NEW YORK

Call us collect at MUrray Hill 8-1500
Or contact AM Radio Sales.

OPEN MIKE

Refund the fines?

EDITOR: Anent your "Legal minds in conflict" (EDITORIAL, Dec. 28, 1959, page 74), would it now be proper for the Philadelphia stations to seek refund of the 1957 fines?—*Sam Carey, Vice President-General Manager, WRVA-TV Richmond, Va.*

[The editorial noted that Attorney General Rogers now has ruled that broadcasters may agree among themselves upon "codes of good practice" as one means of controlling advertising excesses or improving program standards, without infringing the antitrust laws. In June 1957, nine Philadelphia radio stations had been fined $1,000 each and their local association fined $5,000 for Sherman Antitrust Act "violations." Their "crime" was in agreeing among themselves to abide by their published rates to discourage off-card dealings which resulted in degrading operations.—The Editors]

'Minds in conflict'

EDITOR: My best new year wish for BROADCASTING, and for broadcasting is that there will be more of the kind of thinking and leadership reflected in your "Minds in conflict" editorials Dec. 7, 14, 1959). . . . —*Prof. Milo Ryan, U. of Washington, Seattle.*

EDITOR: Could you send me a copy . . . —*Allan F. Waters, Manager, CHUM Toronto, Canada.*

[Reprints containing both editorials are available, 10¢ each.—The Editors]

No 'management' music, please

EDITOR: Amen to Tom Eldridge's 'Music and management' letter in OPEN MIKE, Dec. 28, 1959.—*John Arthur, KOTE Fergus Falls, Minn.*

[Mr. Eldridge felt "tighter management control" of music picked for broadcast would result in dull programming. He said if the d.j. doesn't know his music without a chart, he shouldn't be doing a music show. —The Editors]

Paying for records

EDITOR: The payola scandal is a farce when you examine the broadcasting industry as a whole. We submit most radio stations are much like ours. We have payola all right—we are forced to pay for practically every "good" record we program. May we suggest the FCC and Congress might better spend their time investigating this angle? —*James M. Watt, General Manager, KLGA Algona, Iowa.*

EDITOR: Since record companies are no longer in a position to use payola to push new releases, they might consider sending free copies to small market stations and reap the sales reward of the millions of buyers outside the big towns. —*Joe Cronin, Program Director, WBIW Bedford, Ind.*

Bring back 'entertainment'

EDITOR: So now the broadcast industry promises the government to self-police itself. We say it is the only thing we can throw into the crumbling walls of our respects.

I say it is not! I say: bring back entertainment, especially live entertainment.

. . . In my opinion, radio broadcasters desperately need a fresh new series of articles on how to entertain.—*Robert R. Leach, 4920 Gandy Blvd., Tampa, Fla.*

Negotiating contract

EDITOR: On page 66 of your Jan. 4 issue . . . the statement that I had resigned from WTOP Washington was incorrect. I have been, and am now in the process of negotiation. For your further information, my contract is not with WTOP, but with CBS.—*Mark Evans, Broadcast House, Washington.*

(The story was based on Mr. Evans' statement to our reporter: "It's common knowledge I'm leaving the station." He also read a statement he planned to broadcast giving his reasons for leaving.—The Editors.)

Tv in Middle East

EDITOR: Television in the States may have its troubles, but out here it is on the upswing from the sandy banks of the Nile to the placid waters of the Persian Gulf. Every country is either planning or is in the process of making television a reality.

This past summer, after leaving Television of Iraq in good shape and on a sound commercial basis, I have opened up a consultancy service for television in the Middle East for station organization, programming and commercials.

As you know, Baghdad, Tehran and Beirut are already on the air. Cairo will be on the air the middle of next summer. The rest of the United Arab Republic and many countries even down to Kuwait hope to be on by the end of 1960.—*A. Vance Hallack, President, Hallack Tv, P.O. Box 4249, Beirut, Lebanon.*

Station cost breakdown

EDITOR: Please send reprint of May 14, 1956, story "Madison Ave. to Main St." on station cost breakdown.—*John E. Spiegel, Holly Hill, Fla.*

[Reprints available, 5¢ each.—The Editors]

BROADCASTING

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HOW TO IDENTIFY THE REAL THING IN WASHINGTON, D. C.

Suppose you have eleven clients who pay you ten silver dollars apiece for an agency service. (This gets too complicated if we have them pay you what you're really worth.) One client is a disgruntled character who pays you in counterfeit money. You have the money in eleven neat piles. You know that one pile is ersatz. You know that each ersatz buck is overweight by exactly one gram. You know what a real silver dollar weighs.

You have a precise pointer scale handy. (No self-respecting agency man would be caught without a precise scale.)

What's the smallest number of weighing operations required to identify the pile of counterfeit money?

(Sure, we'll send you the solution, along with the TV solution to your marketing problems in Washington, D. C. Or ask the H-R Television man next time he calls to tell you about WMAL-TV. If you send us the correct solution, we're liable to send you a copy of Dudeney's delightful "Amusements in Mathematics," published by Dover Publications, Inc., New York.)

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.
WSVA-TV and **WSVA**, Harrisonburg, Va.

Someone keeps helping Mrs. Mitty

Had a query recently as to the whereabouts and activities of Mrs. Mitty. The last time we reported from Thurberland she was on a self-improvement kick, doing her exercises with her favorite television station — WBNS-TV.

She's been busy ever since. With housework, homework, Walter, the children, her guild and the PTA she has to make every minute count. Daytime television on Channel Ten seems to brighten the room and lighten the load.

Because of her interests and her needs WBNS-TV has taken special pains with daytime programming. It is not enough to plug in the network line and sit back. Mrs. Mitty appreciates our special emphasis on local personalities, local features and news of Central Ohio where we were born and raised.

Are our girls responsive? Ann Reider answered more than 3500 written requests for a poem she read just once on the air. Within three days after reading "A Parent's Prayer" Chet Long had counted 10,000 written comments and requests.

This neighborly rapport makes time buying easy in this market center of two million people. *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS Television in Columbus, Ohio

The nation's No. 1 TV test market station.
Represented by Blair TV. 316 kw.

MONDAY MEMO

from **DONALD J. WILKINS**, *vice president, Advertising Federation of America, Washington, D C.*

It's time to stand up and be counted

Some government, civic and business leaders—including a few members of the advertising profession—are expressing doubt that the mass communications industry can exercise effective control over its own membership.

The trade associations in particular are being singled out for criticism on the ground that they have failed to take positive action to end the abuses and purge the malefactors who have brought discredit to the industry and placed it under the shadow of strict government regulation.

Much of this criticism stems from impatience with the progress, or lack of it, made in the enforcement of voluntary codes up to this time.

Speaking from the association viewpoint, but speaking strictly for myself, I believe that no one is more impatient with the progress made to date than the associations themselves.

The Crusades • To infer that these groups have done little or nothing to improve or police the industry until the recent wave of criticism broke is to do them an injustice. I believe that the associations themselves would be the first to admit that their crusades have been something less than a complete success; otherwise the industry would not find itself in its present position.

Their efforts, however, must be credited with steady progress over a period of many years.

The record of the Advertising Federation of America as an advocate of integrity in advertising is well documented. AFA launched the first "Truth in Advertising" Crusade in 1911 and has campaigned for truth and good taste in the industry ever since. AFA was the No. 1 sponsor of the Federal Trade Commission prior to its establishment in 1914 and has been its supporter and collaborator ever since. It also was instrumental in the establishment of the Better Business Bureaus and the federal Food and Drug Administration.

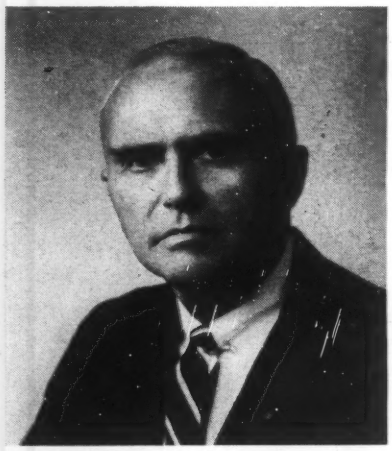
Internally, AFA instituted and has carried on for a period of years a program of self-regulation and urged the industry to clean its own house and throw out the charlatans, cheats and liars. Any student of advertising comparing present day ethics with the quackery and medicine show techniques of the first 15 years of this century will find vast improvement.

Self-Regulation • The National Assn. of Broadcasters, throughout its history, has waged a continuing fight against abuses in programing and commercial content. Its self-regulatory Television Code and Radio Standards of Good Practice, recently reviewed and revised in the light of last fall's developments, have the indorsement of the Justice Dept., the FCC and the FTC.

The American Assn. of Advertising Agencies long has had an internal code for the review of advertising copy to conform to accepted standards and has recently set up the AAAA Interchange of Opinion on Objectionable Advertising, which enables agencies to tell each other about specific advertising which they consider objectionable and to get expert evaluation of the criticisms.

Unfinished Work • These are only a few examples of action that has been taken in the interests of truth and good taste. But obviously the best efforts up to this point have not been good enough.

The FTC confirms that less than 1% of the advertising it examines is fraudulent or dishonest. One per cent doesn't sound like much—until you consider that total advertising revenue for 1959 was around $11 billion. One per cent of that is $110 million! And consumer complaints to the FTC have increased four-fold during the past year, according to Chairman Earl W. Kintner. Add to this the amount of advertising that falls within "the gray area of poor taste," as FCC Chairman John C. Doerfer defines it, and you have a rather formidable total.



Donald J. Wilkins last October became AFA's Washington vice president after seven years there as regional manager-vice president for Erwin Wasey, Ruthrauff & Ryan. The new AFA post was created at the recommendation of congressional leaders and the vertical trade asociations which are AFA members or affiliates to provide "a long needed informational and educational link between advertising and the federal government." A Notre Dame graduate, he has been in advertising 25 years.

With all these checkpoints along the road, how is it that so much advertising lacking in truthfulness or good taste manages to get by? Are the associations asleep at the switch, as some critics maintain?

What is closer to the truth is that these organizations are in somewhat the same predicament as the preacher who got up in his pulpit each Sunday morning, week after week, and scolded the members of his congregation who didn't come to church. The attendance didn't improve much because the good church members were coming anyway—and the backsliders weren't getting the message.

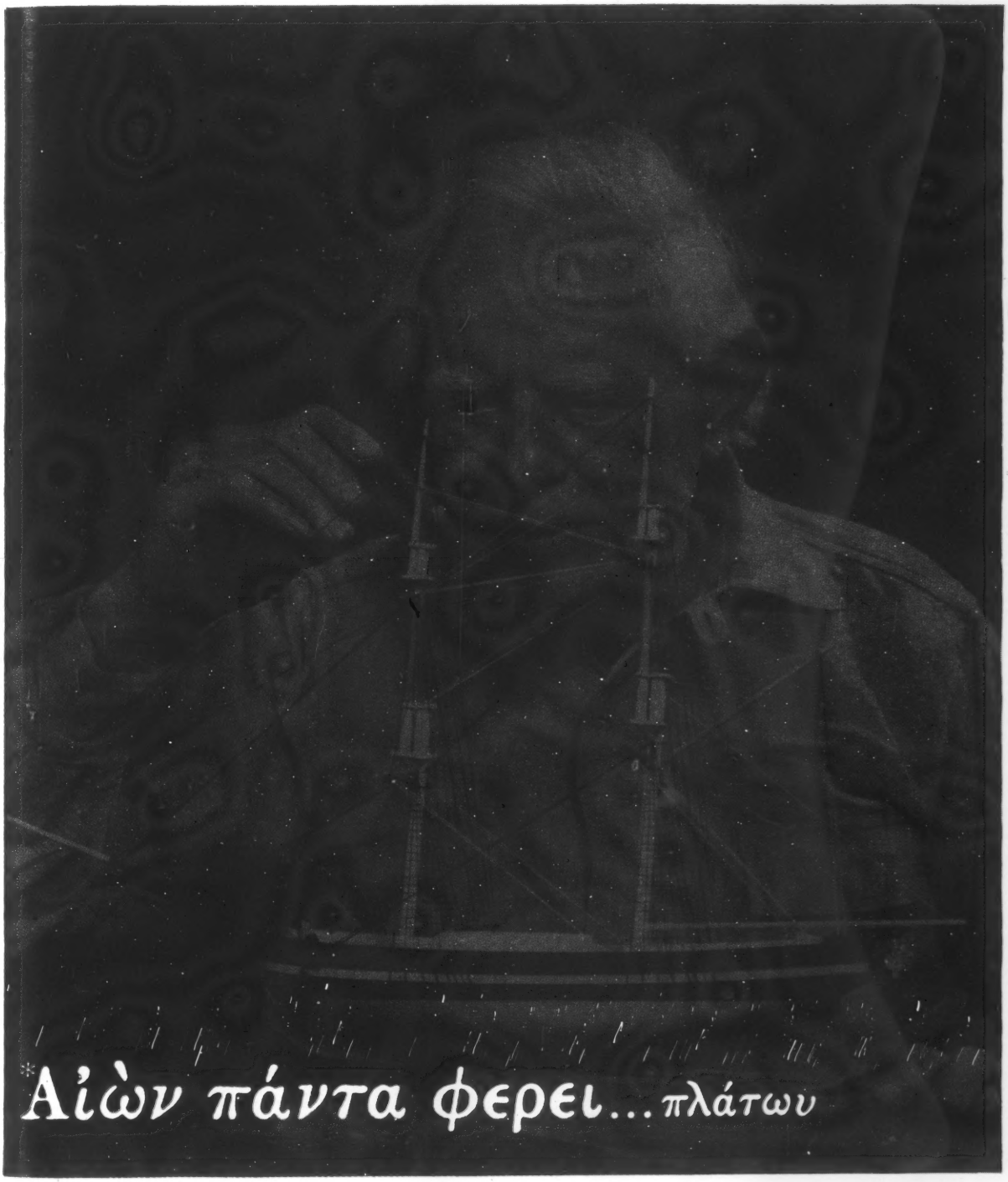
Unfortunately, advertising backsliders seldom are numbered among the association "faithful." Obviously, the measures taken by trade groups have not been drastic enough to impress the evildoers and make churchgoers out of them. I have come away from many business seminars and symposiums with the conviction that the good people in this or that industry are merely talking to themselves.

Either In or Out • The time has arrived, however, for the advertising brethren to stand up and be counted. From now on they must be either "in the fold" or out in the cold.

The associations must exercise their rightful roles of leadership. There must be a spirit of cooperation and mutual understanding between the various segments of the industry—a union of interests with a singleness of purpose—for "united we stand, divided we fall."

Each group must establish a hard and fast code of ethics, as some are already doing. Each organization must insist on strict self-discipline within its membership up to and within the limits of the antitrust laws. The big, big difference is that today such actions will be strongly abetted by government support, backed by the tremendous power of public opinion. Refusal to conform to established standards, or the withdrawal of recognition by organized advertising, must carry with it such stigma that no advertiser, agency or medium would dare risk the consequences.

The alternative is strict government regulation.



To us, *Time* and *Integrity* are two of the most precious things we have. Yet, to us, there is a difference between them: *Time* is not really ours, but our *Integrity* is. *Time* passes, our *Integrity* remains constant. *Time* is for sale, our *Integrity* is not.

To *You*, our *Time* and *Integrity* are precious, also; but the difference is that they are integrated in effect. They must be, and are, one and the same *Truth*.

"*Time* accomplishes everything", the philosopher says. In the Maryland Market, our *Time and Integrity* can help you accomplish your honest purpose.

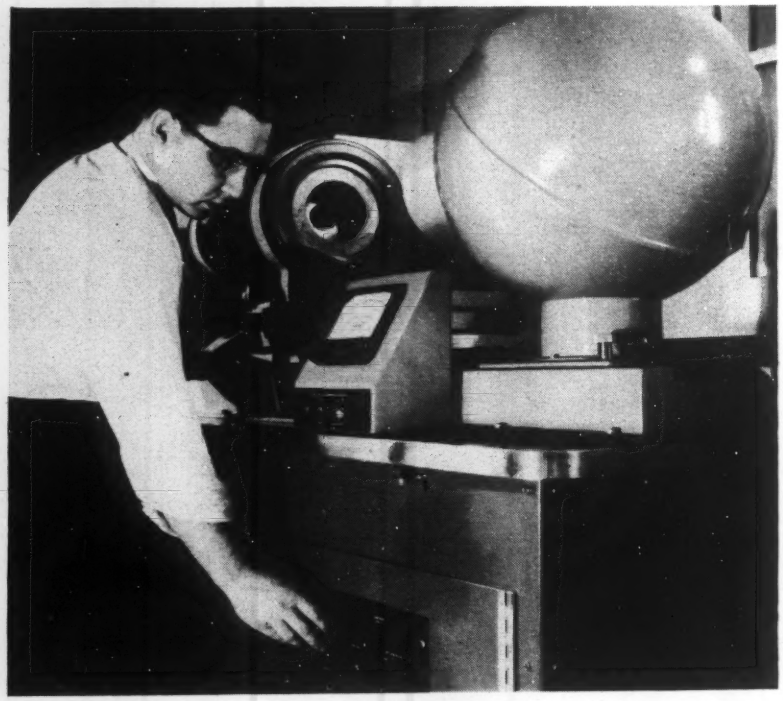
WBAL-TV BALTIMORE

NBC Affiliate/Channel 11/Associated with WBAL-Radio 1090

Nationally represented by Edward Petry & Co., Inc.

*TIME ACCOMPLISHES EVERYTHING . . . *Plato*

Throughout the World
A famous name for QUALITY is
ROCHESTER'S
Bausch & Lomb



Constant checking of the optical systems against performance standards insures high *quality* products.

In the vital ROCHESTER, N. Y. area
The QUALITY
Radio Station is . . .

WHEC

AM-TV
BASIC CBS ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

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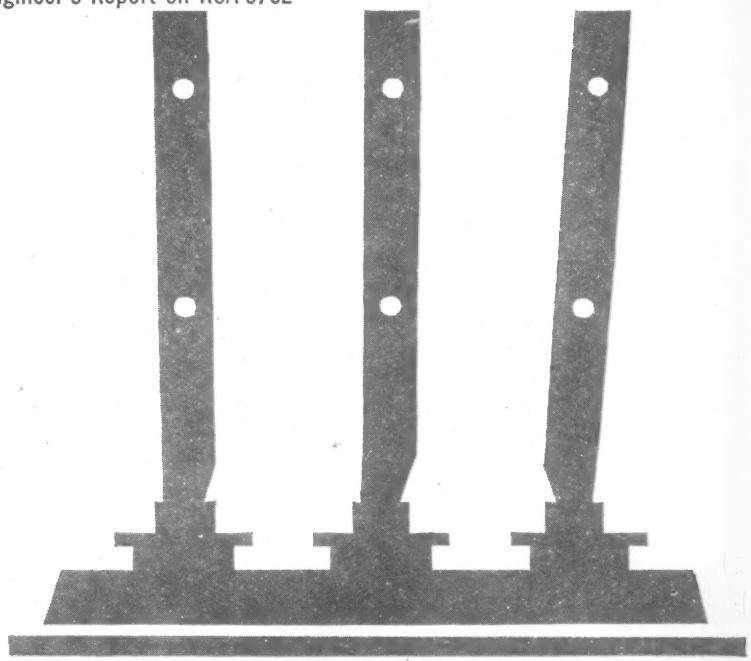
Chief Engineer's Report on RCA-5762



All Seven RCA-5762's Still Balanced and Going Strong After

26,917 HOURS

Chief Engineer E. Dennis White of KYTV in Springfield, Missouri, tells his experience with RCA-5762's:

"We installed our new amplifiers in the Spring of 1955. The visual end has been operating 26,917 hours to date and still has all seven original RCA-5762's in place. These tubes have been operating continuously in the same sockets since the original installation. They are still almost perfectly balanced and drive easily."

"Three of the original tubes are still operating in the aural amplifier. The other four were removed after 20,000 hours, and are being carried as spares."

"Needless to say, the engineering department, as well as the business office, is very happy with this kind of money-saving tube life."

Station KYTV's satisfying experience with RCA-5762 is, of course, exceptional. However, many television stations are discovering that, with proper care, this popular air-cooled triode shows remarkable endurance even beyond normal life expectancy.

Your RCA Distributor of Broadcasting Tubes can handle your needs for the best in tubes. He's also ready to serve you with the best in tape . . . RCA Sound Tape. Call him for prompt service.

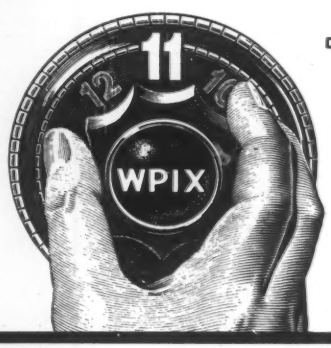
RADIO CORPORATION OF AMERICA
Electron Tube Division ***Harrison, N. J.***

ANOTHER WAY RCA SERVES THE BROADCASTING INDUSTRY THROUGH ELECTRONICS

the prestige independent with network programming!

AIR POWER
SEA HUNT
SAN FRANCISCO BEAT
NAVY LOG
SHOTGUN SLADE
TRACKDOWN
THIS MAN DAWSON
THE CALIFORNIANS
THE HONEYMOONERS
MR. ADAMS AND EVE
26 MEN
MEET McGRAW
DEADLINE
STATE TROOPER
COLONEL FLACK
SILENT SERVICE
FLIGHT
PANIC
POLICEWOMAN DECOY
IT'S A GREAT LIFE
SPECIAL AGENT 7
YOU ARE THERE
HIRAM HOLLIDAY

New York *audiences* have learned to expect network quality entertainment *every* night on WPIX-11. *Advertisers* know that of *all seven* New York stations only WPIX offers so many opportunities to place *minute* commercials in *prime evening time* in such network quality programming. This "quality compatibility" obviously best complements and supports your commercial messages. It's one of many reasons why WPIX carries more minute commercials from the top 25 national spot advertisers than *any* other New York TV station*. Where are your 60-second commercials tonight?



WPIX *new york*

The only New York independent qualified and permitted to display the *National Association of Broadcasters Seal of Good Practice*

**Broadcast Advertiser Reports*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

January 11, 1960

Vol. 58 No. 2

PENNSYLVANIA AVE. FIRING SQUAD

Broadcasting hit from all sides in exciting Washington week

Anti-broadcasting attacks exploded all over Washington last week.

The onslaught came from all directions as regulatory, legislative and commercial groups and individuals damned broadcasters for alleged chicaneries and chided them for their failure to operate along preferred private patterns as well as in the public interest.

Principally, here's what happened:

Federal Trade Commission:

• Filed payola complaints against more record companies, bringing total to 23, and then . . .

• Lined up lists of stations and their employes for the FCC to review for possible violations of Communications Act provisions against concealed payments.

• Announced broadcast monitoring would be intensified.

Federal Communications Commission:

• Heard music interests demand the death penalty for broadcasters who don't play special tunes in special ways.

• Listened to conflicting demands that (1) program content be designated off-limits for advertisers, and (2) that advertisers are entitled to a voice in the selection and production of programs they sponsor.

• Waded through thousands of station reports on their payola activities, if any; studied Justice Dept. broadcast report.

Capitol Hill:

• Temporarily quiet on the payola front, but the word was out that House commerce subcommittee hearings are "pretty definite."

Now a new attack on broadcast music

The simmering music copyright battle has boiled over again.

Mass execution of the 557 radio stations owning stock in Broadcast Music Inc. was asked of the FCC Jan. 7 by American Guild of Authors & Composers—unless, of course, the stations get rid of their BMI stock.

AGAC filed a "protest and application for general rule" to deny license renewals to these stations if they fail to give up "this conflict of interests."

AGAC said it has no connection with ASCAP; BMI contended "nearly all AGAC members belong to ASCAP."

The composer attack against broadcasting Jan. 7 took three forms. First, Burton Lane, AGAC president, described what he called flagrant abuses of public trust by broadcasters in testimony before the FCC's broadcast hearing in Washington (main story page 36).

Next, AGAC unveiled an array of composer-theatre personalities at a news conference held at the Statler Hilton Hotel in Washington. The conference developed into a series of pot shots at broadcasting.

Third, AGAC announced the filing of its FCC petition but refused to make copies available to newsmen.

'Violating' Trust • In all three cases the Guild took the position that broadcasters are violating a public trust if they own stock in music publishing firms and claimed networks should not own phonograph recording affiliates.

The AGAC petition to FCC, according to Arthur Schwartz, ASCAP composer and AGAC member who presided at the news conference, named as defendants "Don Lee Broadcasting System, Corn Belt Broadcasting, Hazleton Broadcasting Co. (WAZL Hazleton, Pa., Victor C. Diehm station) and *"et al."* The *"et al,"* Mr. Schwartz explained, included the list of 557 stations described as owning BMI stock.

The petition was filed by AGAC, Jimmy McHugh and Ogden Nash through the law firm of Schuman & Stern. The guild, a new organization, is similar in membership to the predecessor Songwriters Protective Assn.

Mr. Schwartz told the news conference millions of hidden commercials are broadcast by stations when they play BMI-broadcaster-owned music. Replying to a query, he said he had no objection to network ownership of an interest in Broadway shows but objected to the way they gain recording rights to these shows for their own recording companies.

Hit Rock 'n' Roll • At the conference for AGAC were actress Helen Hayes;

Glamorous news conference • A free-wheeling attack on Broadcast Music Inc. was made at Washington's Statler Hilton Jan. 7 as a group of theatrical celebrities lent their prestige to a news conference held by the American Guild of Authors & Composers. Arthur Schwartz, of AGAC, presided at a session devoted to the thesis that broadcasters are foisting lewd and indecent music on American youth through their ownership of stock in BMI and their control of phonograph record companies. Left to right: Mr. Schwartz; Otto Harbach, librettist ("Rose Marie," "Smoke Gets in Your Eyes," and others); Helen Hayes, world-famed actress who isn't a composer but appeared as a mother and indignant citizen; Howard Lindsay, actor who has collaborated with composers, and Virgil Thomson, music critic, composer and conductor ("Four Saints in Three Acts," "The Seine at Night," and others).

Otto Harbach, librettist-lyricist; Virgil Thompson, composer, conducter and music critic, and Howard Lindsay, dramatist, actor and producer. They read brief statements charging that broadcasters force rock 'n' roll music on the public while good music fails to get an adequate hearing.

Mr. Lindsay voiced shock at payola, stating broadcasters corrupt the public by owning and subsidizing music publishing and recording companies. Miss Hayes said a giant broadcasting subsidy gives the industry a purported 70-80% control of all new hit songs. She contended broadcasters "should not be allowed to be song pluggers for music they control" and protested the "assault on the taste of our young."

Mr. Thompson said symphonic composers who don't channel their work through BMI "are less published and recorded, consequently less broadcast, than those who do so." Mr. Harbach said the public was "very angry" when it found "the terrible songs they heard over the air were not really popular, but were rigged into false popularity."

In his FCC testimony Mr. Lane said his purpose was to explain "the big payola—the conflict of interest in high places, the rigging on a grand scale by the networks and broadcasting licensees themselves." He referred to the $10 million yearly "slush fund" which the broadcasters have used to promote the music they control. He charged NBC, CBS and ABC "represent more than 50% of the nation's $400 million a year record industry."

Exclusive Exploitation • The networks advertise musical plays in which they have a financial interest, he charged, with "the big profit" coming from the exclusive right to make and sell the original cast album and from the power to exploit this record by network broadcasts.

"The BMI operation is the story of the big payola," Mr. Lane told the FCC, charting the history of BMI and the popularity of its tunes. He read portions of an article in the Oct. 12, 1959 issue of BROADCASTING listing results of a KING Seattle survey that found rock 'n' roll had dropped to fifth place in popularity.

Mr. Lane's remedy for all these "abuses": "Divestiture of stock in BMI. No license should be renewed nor should any license be granted to any station which has an interest in BMI in the form of stock ownership or otherwise."

Comr. Lee, scanning a list of AGAC members during Mr. Lane's appearance, observed that a number of the members own stations. He asked Mr. Lane if he thought AGAC members should be prohibited from ownership of stations. "That's a new thought," Mr. Lane said,

Lift their licenses • Burton Lane, president of American Guild of Authors & Composers, calls on FCC to deny renewal to stations holding stock in Broadcast Music Inc.

adding, "If it resulted in a conflict of interest, yes."

Chairman Doerfer observed, "You are suggesting something that looks very good to you . . . but just how far should the Commission go? Should it prohibit ownership by newspapers, authors, song publishers, performers and others?"

BMI Statement • In a statement issued after Mr. Lane's testimony, BMI said the money it collects is distributed to independent writers and publishers and is no more "a slush fund" than the $20 million ASCAP collects and distributes to its members. BMI said it "has no interest in the revenue derived from popular music, either from phonograph records, sheet music or otherwise" and has "no connection with payola."

The Lane charges were "completely disproved" in Senate Commerce Subcommittee hearings, BMI stated, and were described by Subcommittee Chairman Sen. John O. Pastore (D-R.-I.) as "speculation." BMI contended the continuing AGAC attacks "are part of a campaign to restore monopoly in the field of performing rights to AGAC's own members."

Jobs wanted • Herman D. Kenin, president of American Federation of Musicians, calls on FCC to force broadcasters to use live music. His alternative—don't renew station licenses.

Another attack on broadcasting was delivered Jan. 7 by Herman D. Kenin, president of American Federation of Musicians. He found "a progressive diminution of live musical performances everywhere" because of broadcast use of recorded music. "Canned foreign music" is used extensively without any identification, he charged, adding that old European sound tracks are broken down into bridges, cues, moods and emotions.

Mr. Kenin said first returns from an AFM survey, covering 537 local radio stations (not including New York, Chicago or Los Angeles) show that 502 stations do not employ a single live musician. The 35 stations using musicians have less than 6% of their music programmed by them, he added.

He declared broadcasters "are progressively choking off American culture." He joined Mr. Lane in advocating use of the renewal weapon, saying, "You can, and should, state in clearest terms that you will not renew the license of those broadcasters who violate their pledge to employ local, live talent." Finally, he urged FCC to guarantee "a reasonable portion of broadcast time for live musicians."

FTC payola complaints en route to FCC

Are broadcasters the target of a one-two punch?

This question became a significant one last week when it became known that the Federal Trade Commission was preparing to submit to the FCC the names of disc jockeys—and the stations for which they worked—who have allegedly accepted payola for playing records on the air.

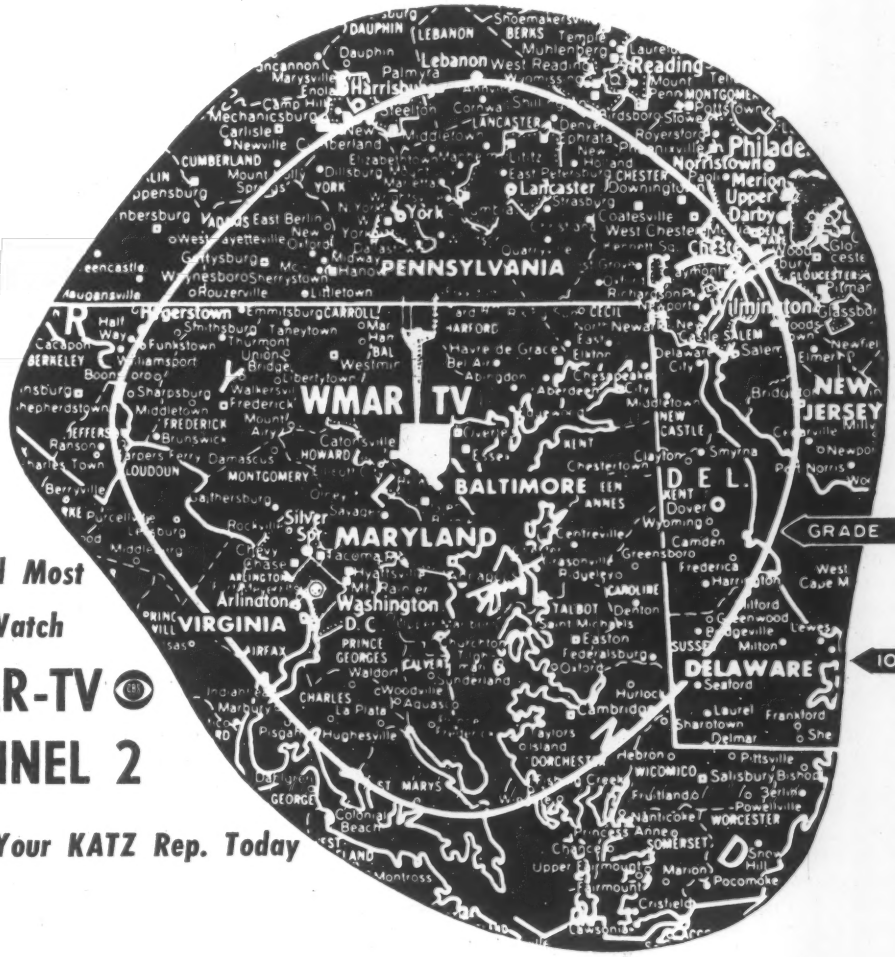
At the same time the FCC was burrowing its way out of one of the heaviest paper mountains in its history—the responses of more than 5,000 broadcast stations to the FCC's inquiry regarding payola (see page 32).

What happens when the FCC compares the identities of the disc jockeys with the responses of the stations to its questionnaire?

The FTC has filed 23 complaints against record companies and distributors since last month. More are on the way. In each instance, the trade agency has charged that the companies have paid under-the-counter money or con-

PENETRATION

which produced UNSOLICITED Mail from 190 Different Post Offices In One Month . . .*



In Maryland Most People Watch

WMAR-TV CHANNEL 2

Contact Your KATZ Rep. Today

***WMAR-TV, CHANNEL 2, The Leading Station In Maryland According to NIELSEN, Oct.-Nov. '59, and ARB Nov.'59, Has Received Unsolicited Mail In the Month of Nov. '59, from a Total of 190 Different Post Offices, Including Maryland, Virginia, West Virginia, Pennsylvania, Delaware and New Jersey.**

(A list upon request.)

Not guilty • That is what some 4,500 broadcast licensees told the FCC in answer to the agency's two-part query on payola. Beginning the huge task of checking the replies are Joe Kessler (standing) and Charles Duvall, attorneys in the Broadcast Bureau renewal branch. Of the 5,200 inquiries sent out, all but 700 stations replied, with 3,200 broadcasters answering both questions. Deadline for replying to the second question, dealing with steps taken to prevent payola in the future, was last Monday. Stations have until Feb. 5 to answer the FCC's first query—whether any payola has been accepted since Nov. 1, 1958.

Four staffers have been assigned full-time to peruse the replies and file them by states and call letters. A large portion of the replies are very similar in nature, including signed statements from employes that they have taken no payment for playing records in the past.

sideration of value to the disc jockey to get him to play the company's records. This, it is charged, is an unfair trade practice. In each case, the name of the disc jockeys have been omitted. This information is being retained by FTC lawyers in the preparation of a hearing. As of the present time, one respondent, RCA, has signed a consent judgment; the others have not yet replied.

70 D.J.'s Involved • From reliable sources it is understood that almost 70 disc jockeys are involved in the FTC payola complaints. They are located in 36 cities covering 18 states.

Where does the broadcast licensee come into this double whammy?

Knowledgeable communications lawyers have spelled out three guidelines in answering this question:

• First, the FCC as a matter of practice, does not accept an FTC complaint as evidence of wrongdoing until a final determination is made in the case. Many times this takes the form of a court decision.

The case of Carter's Little Liver Pills is in point. This took 16 years before it was finally decided by the U.S. Supreme Court. The FCC during this litigation did not act against stations carrying the advertising which continued the use of the word "liver" in the brand name.

Therefore, broadcasters need not sweat because one of their employes has been named as the recipient of payola—until the case is finally decided.

• Second, if money has been received for the mention of a product on the air, and this sponsorship has not been disclosed, this definitely is a violation of Sec. 317 of the Communications Act. This requires that a licensee must announce the sponsor and the fact that the program is paid for.

The playing of a record under these circumstances definitely falls under this provision. In fact, there is some question whether receipt of free records may not also come under this section. This is predicated on the fact that the section implies that consideration which must be announced also includes program matter "furnished" as well as paid for.

• Third, the historical principle maintained by the FCC is that the licensee is responsible for everything going out over the air from his station. If commercial bribery was being practiced by an employe, this might be construed to mean that the licensee had abdicated his responsibility.

This action has always been considered a serious infraction by the FCC.

The nettlesome vistas opened by the last two considerations have been the subject of much brainstorming by communications lawyers in the last few weeks. The more they have been discussed, the more extensive have the possible violations expanded.

FTC makes five more payola complaints

The Federal Trade Commission last week filed its 25th payola complaint in the last 30 days—this time against five companies: one record manufacturer and four distributors.

The FTC charged that the companies paid unidentified disc jockeys under-the-counter to play their records on the air thus building up the popularity of the records.

Named in the latest complaint were: Jaime Record Co., Philadelphia record maker; Alpha Distributing Co., New York, and Chess Record Corp., Argo Record Corp. and Checker Record Corp., all Chicago distributors.

The trade agency issued its first complaints last month against nine companies, including RCA Victor which signed a consent judgment in mid-December (BROADCASTING, Dec. 15, 7, 1959). Replies from other respondents named in the first action are due this week. Two weeks ago complaints were issued against 11 more record companies (BROADCASTING, Jan. 4).

FCC payola replies: how lawyers advised

By-and-large, Washington's communications law firms gave their clients somewhat similar advice on the why's and how's of answering the FCC's questions on (1) whether any payola in any form had been accepted in past 14 months, and (2) what steps the licensee has taken to prevent such occurences in the future. They differed somewhat, however, on the mechanics of replying.

For instance, practically all the lawyers advised station owners to get statements in writing from employes as to whether they had accepted undisclosed payments—but there was disagreement as to whether such statements should be in affidavit form. Most told their clients it would be necessary to query individual program sources, some even including networks. But, said one of the larger firms, such outside investigations are not needed to answer the Commission.

Still another firm told its clients to stress their subscription to the NAB Code as an effective answer to the second question. He told owners to re-emphasize their policy and stress overall programming practices. Spell out in detail actual internal controls taken, he advised.

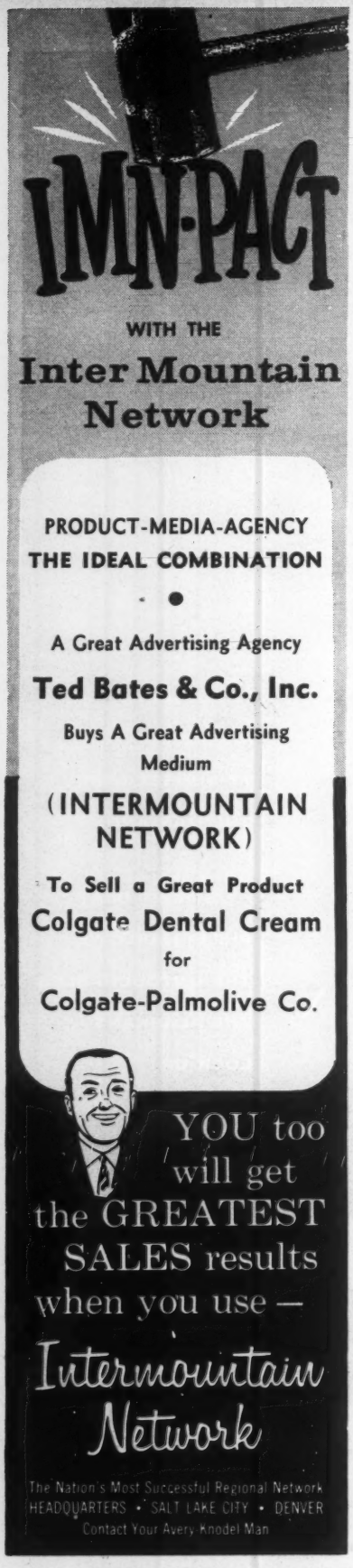
The propriety of accepting and playing free records was handled in several different ways. "We feel the industry is such that you just get these things and use them," said one lawyer. He told clients to be truthful on the subject

Adventure shows, mysteries—you name the big ones, WSOC-TV carries them in Charlotte. By being able to pick the best of both NBC and ABC, WSOC-TV comes up with program strength unmatched anywhere in the Carolinas. It is changing the viewing habits of America's 25th largest television market—fast! Buy WSOC-TV now ... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton



with FCC and left it up to individual stations whether the source of such "freebies" should be identified.

Another told clients they must identify the source if they accept a free record with the understanding that it will be used over the air. Such a claimer is not needed, however, if a record comes in without any contact with donor and then is played.

A third opinion: It is doubtful whether free records are considered a "valuable consideration" and no announcement required with their use. This attorney said no license would be jeopardized by playing such music.

A majority of the stations replying last week answered both Commission questions, although they have until Feb. 5 to answer the query on past payola. One of the largest of the firms said that all but two of its clients replied to both questions, answering the first one with a simple no payola accepted.

This is not the proper action to take, said another lawyer. Stations should give detailed answers to this question, for which the additional time is needed, in case of kickbacks in the future, he maintained. He pointed out none of his clients answered both questions in the first filing. "Stations must convince the FCC that they took every step possible to make an accurate and complete reply," he said.

One "status quo" view was stated by an attorney who claimed others of his colleagues had the same conviction. "This thing is just a passing fancy, will soon blow over and business will be back to normal in a few months," he said.

Queue at ComPer

At least 30 stations have hired ComPer Consultants to help discover any instances of acceptance of payola by employes in the past and to deter such activities in the future, ComPer President Frank McLaughlin confirmed last week.

Mr. McLaughlin said that to date all his clients are members of multiple-owned groups and that, except for a few exceptions, "they are in trouble." He refused to identify the stations which have hired his firm. ComPer was formed in November 1959 to "offer long-range assistance to numerous licensees in maintaining stations' freedom from payola and other distasteful practices" (BROADCASTING, Nov. 30, 1959). Mr. McLaughlin is a former investigator for the House Legislative Oversight Subcommittee.

Trusts his wife, too

One station owner had a built in answer to the FCC's query as to what steps he has taken to prevent future payola. He pointed out that his surveillance chore was simplified by the fact that he was president, general manager, sales manager, announcer, disc jockey, janitor, etc. In addition, his wife selects all records played on the station.

Harris payola probe: it's almost certain

It became virtually definite last week that the House Legislative Oversight Subcommittee plans to hold hearings on broadcast payola activities. Chairman Oren Harris (D-Ark.) has introduced a resolution (H Res 410) asking more money for this fiscal year (to June 30).

The subcommittee, apparently worried about money to carry on hearings, met Wednesday morning in a closed session to discuss its budget. The subcommittee was appropriated $200,000 last year, all of which has been spent.

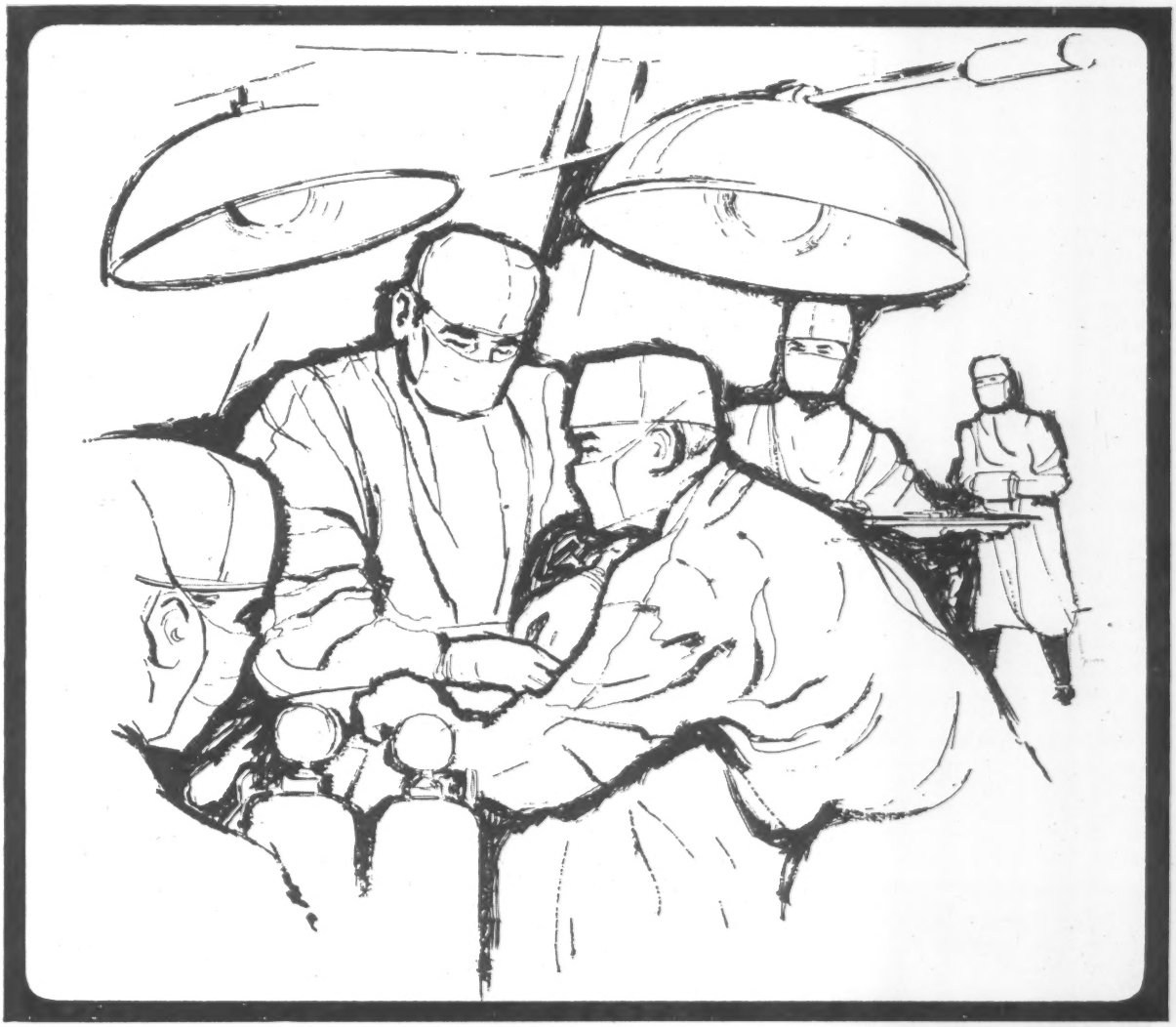
Rep. Harris requested that an additional $275,000 to the $475,000 be appropriated in the first session of this Congress for the Oversight group (which received $200,000), for the parent House Interstate & Foreign Commerce Committee ($125,000), of which Rep. Harris also is chairman, and for a special radio spectrum study ($150,000), which has not yet been inaugurated. The resolution submitted last week did not specify whether all the $275,000 would go to the Oversight group.

Rep. Harris said subcommittee members confined their discussion to budget matters. He said the group set no date for its next meeting, at which it is to consider a staff interim report analyzing a long list of allegations on payola and other deceptive activities circulated to members last month in a memo from Chief Counsel Robert W. Lishman (BROADCASTING, Dec. 21), plus legislative recommendations based on tv quiz show hearings held last fall.

Rep. Harris has refused to indicate up to now whether payola hearings definitely will be held, but Rep. Peter F. Mack Jr. (D-Ill.), second ranking Democrat on the subcommittee, said last week he felt hearings are a foregone conclusion. Rep. Mack said that while no date for the subcommittee's next meeting has been set, it can be expected within 10 days.

THE OPERATION WAS A SUCCESS...

the result: A most successful public service telecast with high viewer interest and sponsor appeal.



A skillful artery reconstruction surgical operation was recently telecast by KRON/TV and sponsored by Jenkel-Davidson Optical Company. It was the first of a series of medical programs to be produced by KRON/TV under the auspices of the San Francisco Medical Association. • Great viewer interest was proved by the results of a special ARB coincidental survey, which gave this program a rating of 18.3—more than the other three Bay Area TV stations combined!

THIS TYPE OF PROGRESSIVE PROGRAMMING IS ONE OF THE MANY REASONS

SEAL OF GOOD PRACTICE

KRON *is* TV *in* SF

KRON/TV, CHANNEL **4**, SAN FRANCISCO

NBC AFFILIATE ☆ REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

FCC AIRS SPONSOR CONTROL ISSUE

Program hearing resumes amid sharp debate on advertisers' role

The FCC last week resumed its all-encompassing radio-tv hearings which featured sharply-conflicting testimony on whether advertisers should be permitted to participate in tv programming.

Yes, said Peter W. Allport, vice president of the Assn. of National Advertisers.

No, countered tv writer-producer Rod Serling.

The Commission also heard testimony from song-writer Burton Lane during which the old charges of broadcaster-favoritism of BMI music over that of ASCAP were repeated (see story, page 29).

Another witness was Philip Cortney, Coty Inc., strongest advocate to date of the magazine concept for tv advertising. And, on Friday (Jan. 8), four broadcasters appeared, marking the beginning of the industry's presentation.

The hearings continue today (Monday) with testimony from ASCAP, the American Federation of Tv & Radio Artists, which will make a plea for balanced programming, and others. Sessions also are scheduled tomorrow (Tuesday) and Jan. 15 (Friday).

A resume of last week's testimony follows:

Peter W. Allport, Vice President of Assn. of National Advertisers • The current FCC hearings and other government activities can help clarify advertising's contributions to tv and will spotlight imperfections so that they can be corrected, Mr. Allport said.

ANA, he pointed out, recognizes that the fundamental responsibility for programming rests with the licensee and no responsible advertiser would wish otherwise. However, he said, an advertiser should not be barred from participating in the selection and production of television programs which he wishes to sponsor.

Such participation by sponsors can be beneficial to television, Mr. Allport contended, and in return for their financial investment advertisers must be reasonably certain of a commensurate value. "Deny the advertiser this, and he will, of necessity, invest his funds in other channels of communication," the ANA executive said. He continued:

"In this connection, if many advertisers were denied the right to participate in the selection of program material and if, furthermore, they could not be identified with the particular program of their choice, they could not justify, for simple economic reasons, their present investment in television and would feel impelled to withdraw, or drastically reduce, their television commitments.

"In such an event, the television industry—and particularly its ability to serve the public—would be damaged."

Print Not Included • The spokesman for companies which foot the bills for a large portion of tv's programming, conceded that advertisers do not have —nor have they attempted to assert— the same "censorship" rights of the contents of newspapers and magazines carrying advertising of ANA members. He said this was not comparable to programming participation on tv because the sponsor in most instances must be closely identified with the program. Such identification is "very, very important," he emphasized.

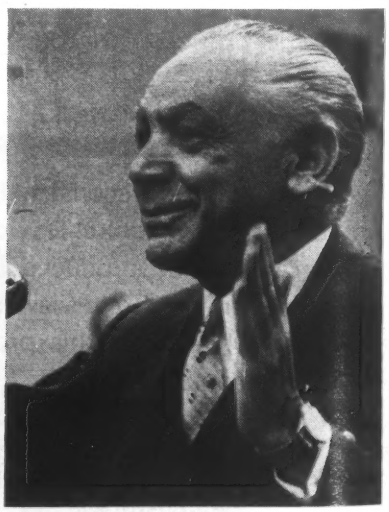
Mr. Allport maintained the sponsor has the responsibility to pass on what he is going to pay for and cannot delegate this responsibility to stations, networks, producers, directors, writers or anyone else. He said the deletion instances cited by writer Rod Serling are not as serious as some claim (see page 39).

"Usually there are pretty good reasons, sound reasons" when an advertiser insists that a particular word, phrase or even a complete program be deleted, Mr. Allport said. On the "gas" deletion hit by Mr. Serling, the ANA executive said the whole program would have been ruined if the word had been left in and followed with a commercial urging housewives to "cook with gas."

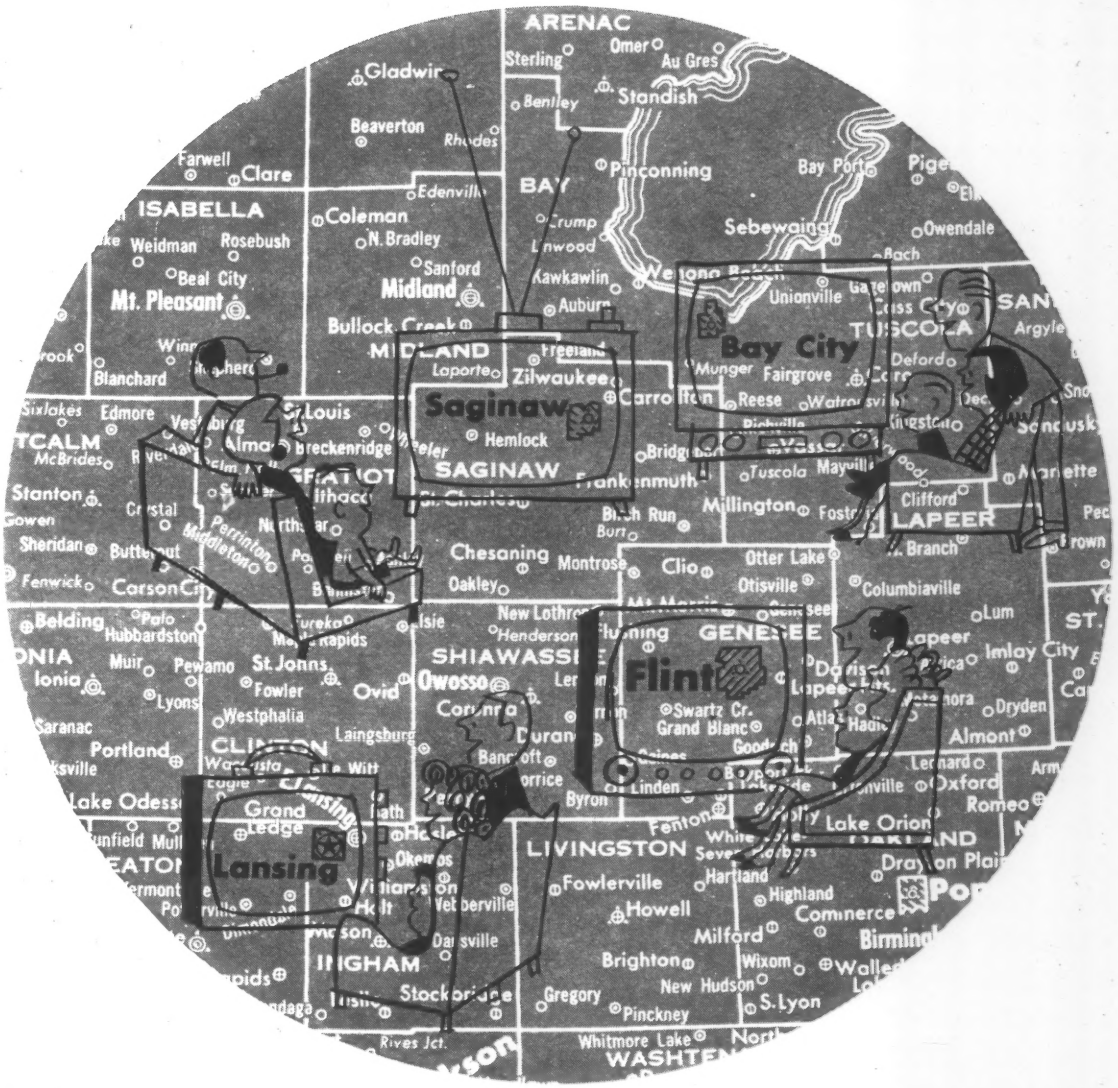
Mr. Allport cited several sponsored programs in which the advertiser participated "to a greater or lesser degree in the selection and production of the program itself" as clear evidence that the advertiser's interest is quality. "We find it difficult to comprehend—and much less substantiate—the thought often repeated . . . that advertiser participation in programming, or even commercial sponsorship alone, is a root

No ad bar • Peter W. Allport, ANA vice president, told hearing that sponsors want to participate in programs and are "beneficial" to television.

'Pop gun' • Rod Serling, tv playwright, producer, said industry is answering "cannonading" with a pop gun. Industry has much to commend it, he said.



Hands off • Philip Cortney, Coty Inc., blamed tv's troubles on advertisers whom he alleged are dominating tv and who must let program content alone.



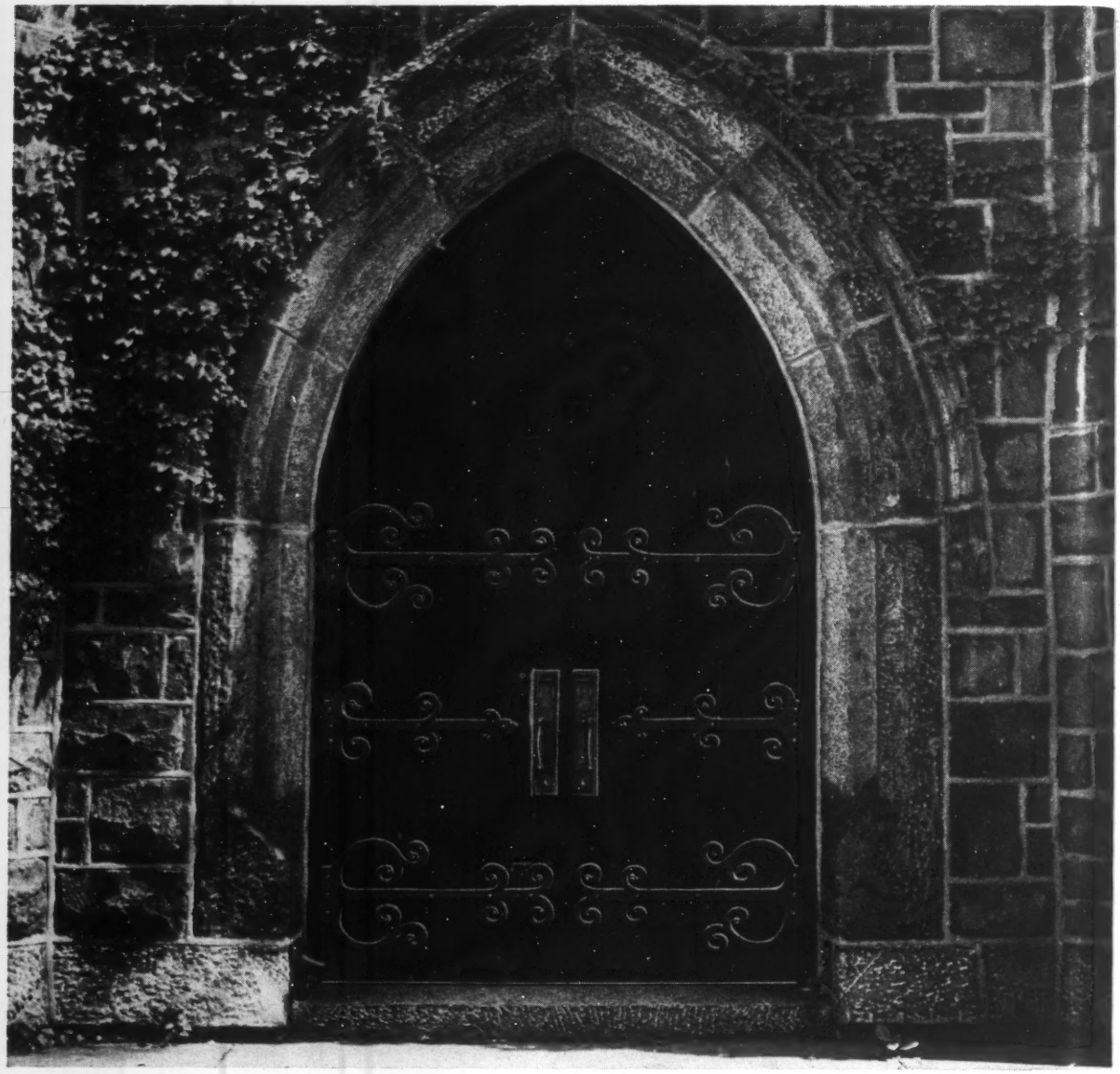
Now, you can reach every viewing man, woman and child in Michigan's other big market with one single-station buy! (Grade "A" signal or better, too!)

WJRT

Channel 12—Flint

PRIMARY abc AFFILIATE

Represented by HARRINGTON, RIGHTER & PARSONS, INC. • New York • Chicago • Detroit • Boston • San Francisco • Atlanta



WGAL-TV Religious Programs

Religious programming on Channel 8 embraces all Faiths with such programs as "Doorway to Life", "Frontiers of Faith", "Eternal Light", "The Catholic Hour", "The Christophers", "This is the Life", and "A Minute With Your Bible", the latter a daily sign-off feature. The most recent innovation under the auspices of the Pennsylvania Council of Churches is the Sunday evening "Talk Back" series which is telecast for in-church discussion groups throughout the Channel 8 area.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending Dec. 6, 1959

TOTAL AUDIENCE †

Rank		No. homes (000)
1.	Wagon Train	19,402
2.	Gunsmoke	18,201
3.	Have Gun, Will Travel	15,308
4.	Perry Mason Show	14,552
5.	Maverick	14,463
6.	77 Sunset Strip	14,196
7.	Red Skelton Show	14,196
8.	Danny Thomas Show	14,151
9.	Father Knows Best	13,929
10.	Ed Sullivan Show	13.706

Rank		% homes*
1.	Wagon Train	44.2
2.	Gunsmoke	41.7
3.	Have Gun, Will Travel	35.0
4.	Perry Mason Show	34.2
5.	Maverick	33.9
6.	77 Sunset Strip	33.0
7.	Red Skelton Show	32.7
8.	Pro-Football Game-Sat.	32.6
9.	Danny Thomas Show	32.4
10.	Father Knows Best	31.9

AVERAGE AUDIENCE ‡

Rank		No. homes (000)
1.	Gunsmoke	17,133
2.	Wagon Train	16,287
3.	Have Gun, Will Travel	14,596
4.	Danny Thomas Show	13,395
5.	Red Skelton Show	13,039
6.	Father Knows Best	12,994
7.	Wanted, Dead or Alive	12,327
8.	77 Sunset Strip	12,149
9.	Tennessee Ernie Ford	12,060
10.	Price Is Right-8:30 p.m.	12,015

Rank		% homes*
1.	Gunsmoke	39.2
2.	Wagon Train	37.1
3.	Have Gun, Will Travel	33.4
4.	Danny Thomas Show	30.6
5.	Red Skelton Show	30.0
6.	Father Knows Best	29.8
7.	Wanted, Dead or Alive	28.3
8.	77 Sunset Strip	28.3
9.	Rifleman	28.1
10.	Perry Mason Show	28.0

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

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ARB

TOP 10 NETWORK PROGRAMS

Tv report for Nov.

Rank		Rating
1.	Wagon Train	44.0
2.	Gunsmoke	40.6
3.	Red Skelton	35.3
4.	Have Gun, Will Travel	34.1
5.	77 Sunset Strip	33.5
6.	Bob Hope	32.3
7.	Maverick	31.9
8.	Perry Mason	31.9
9.	Tennessee Ernie Ford	31.6
10.	Real McCoys	31.6

Rank		No. Viewers (000)
1.	Wagon Train	47,920
2.	Gunsmoke	41,190
3.	Maverick	37,295
4.	Red Skelton	36,330
5.	Roy Rogers Rodeo	34,985
6.	Have Gun, Will Travel	34,630
7.	77 Sunset Strip	34,095
8.	Ed Sullivan	33,275
9.	Real McCoys	33,260
10.	Perry Mason	32,015

Copyright 1960 American Research Bureau

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Father Knows Best (CBS-155): Lever Bros., Scott Paper (both JWT), Mon. 8:30-9 p.m.

Tennessee Ernie Ford (NBC-186): Ford (JWT), Thur. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Myers (DFS), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-164): Lever Bros. (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Bob Hope Show (NBC-167): Buick (M-E), Mon., Nov. 9, 8:30-9:30 p.m.

Perry Mason (CBS-150): Colgate-Palmolive (Bates), Gulf Oil (Y&R), Sat. 7:30-8:30 p.m.

Maverick (ABC-144): Kaiser, Drackett (both Y&R), Sun. 7:30-8:30 p.m.

Price Is Right (NBC-163): Lever (OBM), Speidel (NCK), Wed. 8:30-9 p.m.

Pro Football (CBS-145): Philip Morris (Burnett); local sponsors, Sat., Dec. 5, 4:30 p.m. to conclusion.

Real McCoys (ABC-148): P&G (Compton), Thur. 8:30-9 p.m.

Rifleman (ABC-142): Miles Labs (Wade), Ralston Purina (Gardner), P&G (B&B), Tue. 9-9:30 p.m.

Roy Rogers Rodeo (NBC-179): Chevrolet (C-E), Sun., Nov. 8, 9-10 p.m.

77 Sunset Strip (ABC-174): American Chicle, Carter Products, Whitehall (all Bates), R.J. Reynolds (Esty), Brylcreem (K&E), Fri. 9-10 p.m.

Red Skelton Show (CBS-170): S.C. Johnson (FCB), Pet Milk (Gardner), Tue. 9:30-10 p.m.

Ed Sullivan Show (CBS-181): Colgate-Palmolive (Bates), Eastman Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-202): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-184): Ford (JWT), R.J. Reynolds (Esty), National Biscuit Co. (M-E), Wed. 7:30-8 p.m.

Wanted, Dead or Alive (CBS-180): Brown & Williamson (Bates), Kimberly-Clark (FCB), Sat. 8:30-9 p.m.

cause for mediocrity," he said. "The opposite would appear to be nearer the truth."

ANA has 656 members, Mr. Allport said, including 93 of the leading 100 national advertisers. Less than 50% of the association's members are consistent users of radio and/or tv, he said.

Comr. Robert T. Bartley took strong exception to Mr. Allport's claims for programming participation by advertisers. The commissioner said he is "very much concerned with what appears to me to be an ultimatum that if the licensee exercises his full responsibility [over programming] that the advertisers will withdraw . . ." their financial support. When the witness protested he had not issued an "ultimatium," the commissioner asked:

"Well then, do you or don't you mean that if the advertisers are prevented from participating in the production of programs, that they will withdraw their support?"

A. "I believe that many would feel that they would have to."

At another point, Mr. Allport said: "It is also the conviction of ANA that the advertiser who so wishes should not be barred—through legislation or regulation, and in the interest of good television service to the public—from participating in the selection and production of television programs that he wishes to sponsor."

Rod Serling, tv playwright and producer • Mr. Serling, winner of many awards for his creative tv efforts, stated that in any analysis of the faults of tv, points also should be made for its many virtues. Tv's detractors fail to do this, he said.

Evils do exist in tv but ". . . they represent a polarized view, a black-and-white concept that fails to acknowledge that which is good, creative and of distinct value in the television medium," he said.

The networks have attempted to answer "a critical cannonading with an idiotically minute popgun. . . . We simply are not answering, defending or thinking on the same level as the accusations," Mr. Serling stated. He maintained that canned laughter and other proper tv practices now under attack are illusory practices, not delusion of the public.

In his testimony, the playwright now under contract to CBS-TV, covered much of the same ground on sponsor taboos and interference, and the magazine concept of advertising related in a BROADCASTING interview Jan. 4. "In some 12 years of writing for this medium, I have been exposed to the most ludicrous, timorous and illogical interference by sponsors and agencies as to what I can say in a tv play," Mr. Serling said last week.

"I have been told what is offensive and what is inoffensive. I have been dictated to as to what points can be made in a drama, as to what social problems can be dramatized and those that can't. I have had words blue-penciled out of tv plays . . . because [they] connote competitive products." He cited several examples of sponsor censorship (BROADCASTING, Jan. 4). "I think what you have is two foreign entities being forced to become sort of kissing cousins," Mr. Serling said.

Final Judges • The final judges of the content of programming, he felt, should be left with its creators—producer, director and writers. Advertisers should not have any voice in such matters, he maintained.

Mr. Serling strongly recommended that the government stay out of pro-

Northwestern Bank Building

John A. Wolf

Robert L. Brockman

THE BRANHAM COMPANY

announces the opening of its 12th Sales Office February 1, 1960

The phenomenal growth of Minneapolis-St. Paul as an advertising center—now estimated as one of the largest —is undeniably evident. For this reason, The Branham Company is establishing its twelfth office.

We are locating this office in the Northwestern Bank Building in the center of Minneapolis business activity to better serve the interests of the properties we represent and clients in the Twin-Cities area. It will be managed by two top Branham men – John A. Wolf and Robert L. Brockman.

Bob Brockman has been servicing the Minneapolis area out of Branham's Chicago office for the past several years. He is experienced in all phases of advertising – agency, station management and radio-television representation. Bob will head up the Radio-TV operation.

John Wolf is well experienced in servicing advertisers and agencies in the Chicago and Detroit areas. He joined Branham's Chicago staff in 1948 and has thorough knowledge of the entire midwest sales territory. John will head up the Newspaper operation.

THE BRANHAM COMPANY

Over 50 Years of Service to the Advertising Industry

New York, Chicago, Detroit, Charlotte, Miami, Atlanta, St. Louis, San Francisco, Dallas, Memphis, Los Angeles

WEBC

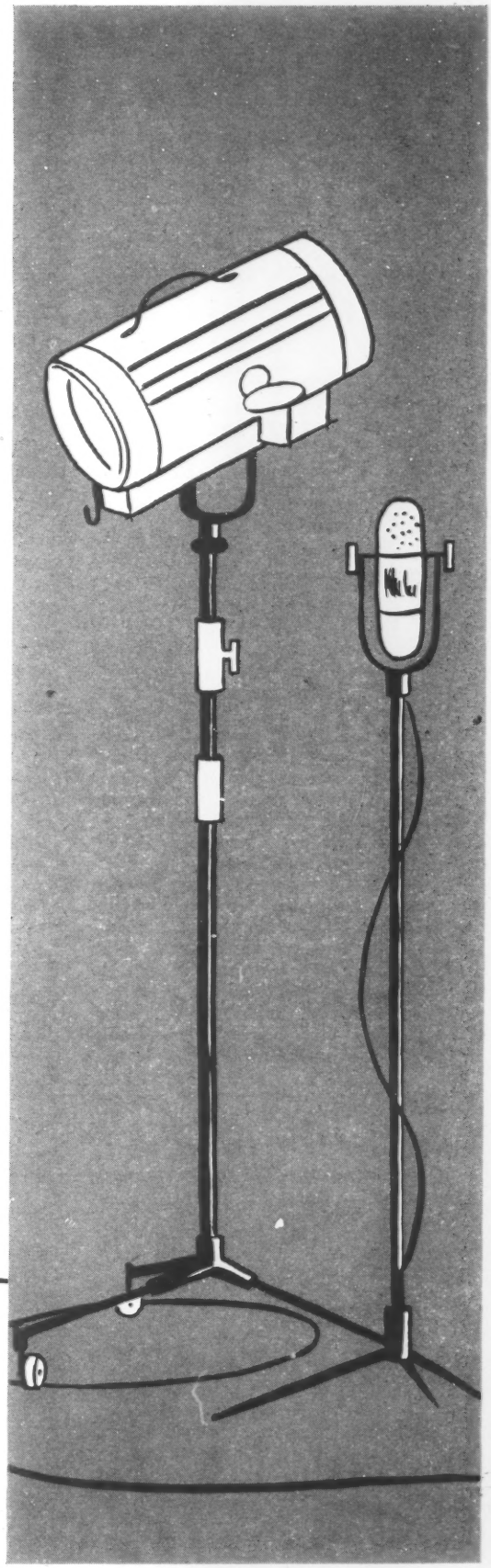
DULUTH, MINNESOTA

Announces the appointment of

THE BRANHAM COMPANY

as National Sales Representative

Effective January 1, 1960



WEBC RADIO

5000 WATTS ON 560

GEORGE H. CLINTON – PRESIDENT

RICHARD HUSTEAD – STATION MANAGER

gramming. "I don't feel either the necessity or the wisdom of any kind of government censorship at this time, or congressional decree to ride herd on morality in the mass media," he said. "It is my deep concern that we might find the same judgments operating against creative effort as a net result of government interference, to the same degree that we have suffered this with sponsors. I would respectfully request, as a member of the medium, that we be allowed to house-clean on our own volition before any external pressure can be exerted."

He acceded that tv programming is not now balanced but said he could understand why networks are hesitant to air "quality" programming in prime time because such shows always are clobbered by the opposition. However, he thought that the Commission should require stations to devote a certain amount of time to culture programming and expressed the opinion this would not be interference or censorship.

Mr. Serling had some highly-critical words about what he termed "tasteless, dangerous and misleading" advertising and urged the government to crack down in these areas. He said the FCC, FTC and the industry should work together to strive for proper taste in advertising. He said the press is "equally culpable," both in advertising and editorial content. "I don't think tv should be made to stand alone as culprit," he said. "I think there should be a legion of co-defendants here in the same line."

Philip Cortney, Coty, Inc. • Mr. Cortney lashed out at alleged industry abuses and told the FCC that it "is up to stations to control the programs which accept the unqualified responsibility to defend the public interest." He called for advertisers "to take their hands off tv programs," and blamed them for programming which is responsible for "the degrading of our taste, the corruption of our morals . . . "

Mr. Cortney called for the divorcement of advertising from program content. Last year he had suggested the "magazine concept" in broadcast media hands-off program content), charging that tv advertising has become "a dangerous . . . instrument of monopoly" (BROADCASTING, Nov. 23, 1959).

The cosmetics executive alleged that as long as advertising remains the sole source of revenue for tv stations, programming in the public interest will remain in a dubious state.

Mr. Cortney made clear his opposition to any FCC control of programming content but maintained that the Commission "has the power and the duty to make certain the public interest is protected in the way television facilities are used."

"The truth is," Mr. Cortney said, "that television is dominated and controlled by a handful of advertisers with the largest advertising budgets." He recommended that the Communications Act of 1934 be amended to make it illegal and "punishable by law" for advertisers to control programming.

During the question period, Mr. Cortney told FCC Counsel Ashbrook Bryant that an advertiser should not put business before the public interest. He said that an advisory board should be set up, the main purpose of which would be "to examine whether the industry is adequately serving the public interest."

Mr. Cortney aligned himself with others who have recommended to the Commission the creation of a public service tv network which would operate on a non-profit basis. He suggested that the network be subsidized and endowed, and offer programs of high quality and good taste.

Another problem, Mr. Cortney alleged, which so far has "been ignored or neglected"—tv as an instrument of monopoly—has caused small advertisers to be "pre-empted by those able to spend the greatest amount of money on advertising." He suggested that channels and prime time are both "scarce" and that the small advertiser finds himself in a competitive situation which is extremely unfavorable to his interests. This was not so, Mr. Cortney said, before "the era of tv."

Morton J. Simon, Advertising Federation of America • Suggestions to "remedy such evils as are present, and at the same time perform the operation without killing the patient" were offered by Mr. Simon.

No panic • Morton J. Simon, AFA, urged the FCC and other government agencies not to "push the panic button." Same goes for sponsors, he said.

At the top of his list of recommendations were declarations that "no new legislation" is needed to control advertising and that "censorship of any kind" should be avoided. Mr. Simon said the basic legal consideration for all advertising should be whether it is "false, misleading, deceptive or unfair."

He said primary government responsibility for policing advertising should remain with the FTC. To pinpoint ad policies which it considers "legally improper" he suggested the FTC issue a guide for the industry and the public.

Mr. Simon rose to the defense of the advertising industry when he told the FCC that AFA has been compaigning "vigorously" for truth and good taste since its first "Truth in Advertising" campaign in 1911. He said a comparison of advertising in the "first 15 years of the century with the last 10 years, will find a tremendous improvement in the morality and ethics of advertising." He cited AFA as the "No. 1 sponsor" of the FTC before its establishment in 1914. Since then, he said, "AFA has been its supporter and collaborator."

He also recommended that the tv industry, through self-regulation deal with "improprieties which are not illegal under present laws but merely in poor taste." Amplifying this recommendation, Mr. Simon said: "You can not legislate good taste. To mandate a definition of good taste is to tread dangerously close to censorship."

Concluding his remarks, Mr. Simon issued a plea to the government and the advertising business: "Don't push the panic button. At this hour, that is the greatest danger that besets us."

M.S. Novik, Radio Consultant • Mr. Novik told the Commission that it must "let the broadcaster know when he is living up to his obligations and when he is not." The FCC, Mr. Novik said, should "set broadcasting standards." However, he made clear that he did not believe that the FCC "or any other government or industry body should establish a code of censorship."

He called on the Commission to "regulate without controlling . . . evaluate without censoring . . . encourage without subsidizing." The alternative, he suggested, would be possible action "by an aroused Congress which may end up the entire philosophy of free competitive broadcasting."

The NAB Code, Mr. Novik said, concerns itself primarily with what should not be broadcast. It does not, he said, "affirmatively set forth standards as to what should be broadcast." Such an affirmative policy is badly needed, the witness maintained.

Mr. Novik told the FCC that in-

dustry codes are "fine." However, he said, "of more than 3,500 radio stations in the U.S., only about 1,550 are members of their own industry trade association, the NAB. Of the 1,550, only about 700 have subscribed to the NAB's Standards of Good Practice.' "

Mrs. Edith Dolan Riley, San Francisco Motion Picture & Television Council • "The daily repetition of crime, violence and sex on programs brought to an overwhelming number of American homes today cannot help but contribute greatly to the breakdown of American standards of morality as notice the appalling increase in juvenile delinquency," Mrs. Riley charged.

She recommended that the FCC pass on and approve any industry codes before they are adopted and that all licensees be required to subscribe to the respective radio and tv codes. Also, she said, the Commission should not permit programs to be aired which belittle government, religion or family. The power to take these steps currently is invested in the Commission, she maintained.

(The following broadcasters testified Friday. A resume of their prepared texts follows and important points raised through questions by commissioners can be found in AT DEADLINE, page 9.)

Howard B. Hayes, General Manager of WPIK Alexandria, Va. • Warning the FCC that any attempt to regulate broadcasting would be censorship, Mr. Hayes asserted that "people have shown that they exercise a far more exacting control over the mass media . . . than any body of individuals comprising a bureau of Federal Government could hope to do."

Mr. Hayes hit hard at advertising agencies. He blamed Madison Ave. for the "serious deterioration of programming over the years." He alleged that agencies are "the largest single group" that has "fostered" rating surveys on broadcasters and called surveys "inaccurate" because they are open to "bribery, extortion and fraud."

'Let us know' • M.S. Novik, radio consultant, told the FCC that it must "let the broadcaster know" when he's living up to his obligations, and when not.

If ratings. Mr. Hayes charged, are "allowed to govern the programming of broadcast stations", the potency of broadcasting will be "reduced to a common denominator . . . and deteriorate." Ratings have undermined a balanced program schedule since stations lean toward those programs which are alleged "to attract the public fancy."

Cecil Woodland, General Manager of WEJL Scranton, Pa. • Mr. Woodland suggested that the Commission consider whether or not a station subscribes and adheres to the Standards of Good Radio Practice Code before issuing a license renewal. He also recommended that during the same period, the Commission require a statement by licensees as to steps they have taken to "insure employee compliance with station policies."

The WEJL general manager recommended that the Commission "maintain closer surveillance over recalcitrant licensees" and place on probation stations whose renewal applications "indicate that their operation has been of doubtful calibre." Stations whose performance has not been completely satisfactory should be required to renew licenses every year, rather than the usual three year period.

Stations whose past performance indicates acceptable performance, Mr. Woodland said, should be allowed to renew licenses every five years. The additional time, he suggested, would relieve the Commission's staff "of some of its burden," and could be used to give closer perusal to stations "whose qualifications are in doubt."

Marianne B. Campbell, General Manager of WJEH Gallipolis, Ohio • Miss Campbell gave the Commission a detailed report on her station's operations and programming schedule. She told the FCC that "as a representative local station, independent, doing local programming, we feel additional laws and restricting controls are not necessary. It would seem an impossible task to try to regulate from Washington the needs and requirements of our area . . ."

Advertising control, Miss Campbell suggested, should be exerted by station management for the community interest, "not just the interest of the advertiser." Advertising which does not "seem in the public interest" should be refused, she said.

Tom Chauncey, General Manager of KOOL-AM-TV Phoenix, President of KOLD-AM-TV Tucson, and President of Ariz. Broadcasters Assoc. • "There is as much justification for the Commission . . . to assert control over television programs as there would be for a federal censor to determine what should

The chairman has some good questions on FCC's powers

FCC Chairman John C. Doerfer raised some solemn questions about the role of the FCC in judging programming balance and taste. He spoke his sombre thoughts at the usually festive Federal Communications Bar Assn. banquet last week in Washington.

He asked the FCBA to help the Commission in "squaring some language contained in court decisions with the present concepts of the First Amendment.

"Will the FCC become a Supreme Board of Censors?" the FCC chairman asked. "How far can it go to achieve balance in program? How can it aid the industry to do more public service programming and still observe the fundamental law of the land?"

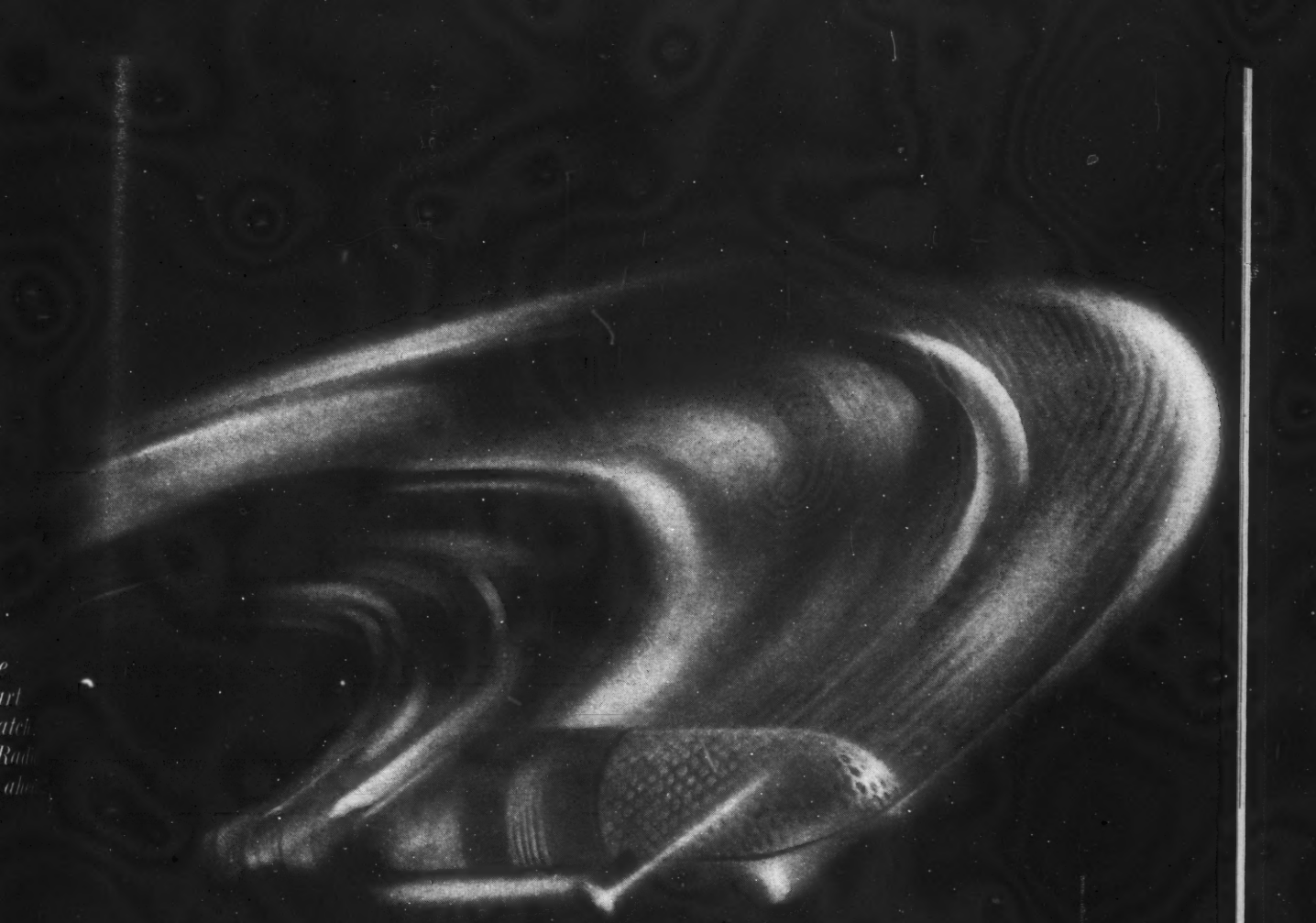
Mr. Doerfer opened his remarks with the observation that the "future of the American system of broadcasting hangs in the balance."

He referred to the fact that during the past 28 years members of the FCC "have never been able to consistently and conclusively resolve these renewal problems. [This] indicates to me not laxness, nor an abandonment of duty, nor lack of courage, but reasonable doubts and practical difficulties of reconciling some of the fundamental conflicting views."

After quoting a number of court decisions, Mr. Doerfer asked if the scarcity of channels theory still pertains today. He noted that in 1943 there were 900 radio stations; today there are 4,580 radio stations and 565 tv stations on the air. There are, he stated, 1,800 unapplied for uhf channels.

In discussing the problems of establishing criteria for categorizing programs, Mr. Doerfer questioned whether definitions or even narrative explanations could give to the Commission a meaningful understanding of exactly what a program might be about.

"we
take you
now to:"...
The most exciting words in radio—
and they carry a special meaning
on the NBC Radio Network
where microphones range far and near
to capture the Sound of the Sixties.
The roar of a rocket . . .
the din of a political convention . . .
the familiar voices of headline
personalities and favorite
entertainers—these sounds are part
of the Listening Wate
which will be kept by NBC Ra
in the critical years ah



...se sounds—and many more:
...e immediate sounds of news events—
...eported and interpreted . . .
and the lighter sounds
of music, comedy, drama.
They're brought to you,
moment-by-moment, day-after-day
on such programs as
News of the Hour, Emphasis
and weekend Monitor . . .
the kind of programs
only Network radio can provide.

For listeners the new
1960 NBC Radio Schedule represents
what they want to hear: the important,
exciting, entertaining sounds
which reflect our changing times.
And for advertisers,
an unparalleled opportunity
to capitalize on the
greatest listener-interest in history.

the sound of the sixties on
THE NBC RADIO NETWORK

or should not be printed in America's newspapers," Mr. Chauncey told the hearing.

Mr. Chauncey recommended that the FTC continue its regulation of standards for advertising and that stations should boycott advertising which does not meet acceptable standards. But any regulation by a governmental agency is "pure and simple censorship, no matter what you call it."

Assuring the Commission that "no broadcaster is trying to dupe or mislead the public," Mr. Chauncey reminded that "the furor in the public prints" might be based in part on the fact both "broadcasters and print media are fighting for the same advertising dollar."

Matthew A. McKavitt, Kansas City Tv Columnist • In a statement filed for the record, Mr. McKavitt said the FCC needs more legal authority from Congress to "clean up what has become a national scandal." The problem, he said, is that Congress must establish standards which protect such diversified interests as commercial, artistic and moral.

"The present disgraceful position of radio and television is due to the fact that certain amoral and immoral influences have flown into the life blood of these media stifling their wholesome growth," Mr. McKavitt charged. "Common standards of decency appear to have disappeared [but] what are common standards of decency?" There is a wide difference of opinion on this point, he said, plus the oft-repeated cry that morals cannot be legislated. "In this instance, some moral standards had better be injected into the communications media or the nation shall dry up and rot," he concluded.

Carroll V. Newsom, President, New York U. • Mr. Newsom was enthusiastic in his praise for the New York tv stations that have telecast the university's educational programs. He mentioned WCBS-TV's three years of bearing the entire cost of producing NYU's *Sunrise Semester* and the fact that the station hasn't in any way tried to dictate the course's content.

Other stations and networks commended: NBC-TV for its *Mr. Wizard;* RCA for granting money for the establishment of a Center for Instructional Television; WNTA-TV (formerly WATV [TV]) for its weekly *University* series; WPIX (TV), WABD, WABC-TV and WNEW-TV for providing etv facilities. Mr. Newsom's testimonial, placed in the record in his absence, also mentioned that the university has for many years received free time on radio for educational broadcasts.

James M. Ward, U. of Colorado • Prof. Wood offered these suggestions: (1) Inform the public of their authority as owners of the air waves. (2) Clearly define the FCC's jurisdiction. (3) Draft explicit rules for broadcasters. (4) Appoint an FCC state or regional field investigator. (5) Institute a monitoring service for radio-tv programs on the local level. (6) Encourage broadcasters to cooperate with local communities and the field investigator.

Mr. Ward said the FCC must tell broadcasters that it will act in matters of program content and that the Commission should "stand ready to revoke the license of any station guilty of repeated deception of the public." His statement was not given in person but was made a part of the record.

ROGERS' REPORT SHOCKS INDUSTRY

Harris says report didn't go far enough, broadcasters silent

Stunned broadcasters last week continued to study the remarks of U.S. Attorney General William P. Rogers and of the Department of Justice which, in essence, splashed the taint of naked commercialism over the whole of broadcasting.

Shocked by the Justice Dept.'s approach—and by its recommendations which maintained without equivocation that the FCC does have the power to consider programming — most broadcasters were mum.

The networks declined comment—*in toto.*

Harold E. Fellows, NAB president, issued a cautious statement which sidestepped entirely Mr. Rogers' basic legal approach.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and of its Oversight subcommittee—the committee which set off the scandal-laden quiz show disclosures —implied that Mr. Rogers and his department did not go far enough, and that Congress will have more to say about this subject this year.

FCC commissioners were cautious in their statements, but the schism that divides the Commission was apparent by the views of two members:

FCC Chairman John C. Doerfer welcomed the report only as an "expert legal opinion" which the Commission will consider in its overall study. Comr. Frederick W. Ford hailed the report as having resolved the question of law correctly.

Federal Trade Commission Chairman Earl W. Kintner asked to be excused from commenting on the Justice Dept. report. The FTC, he said, was studying the document and might have a public report on it soon.

Broadcaster Speaks Out • One broadcaster spoke out. Tim Elliott, WICE Providence, R.I., charged that Mr. Rogers and the Department of Justice has been intemperate in its reflections on broadcasting. He also raised the question whether the report was not deliberately slanted so as to obtain maximum newspaper display—particularly in light of its release on Jan. 1, normally a thin news day.

The report of the Attorney General was in response to President Eisenhower's shocked reaction to the disclosures of quiz show rigging.

In the Justice Dept. document, the two outstanding recommendations were that:

(1) the FCC institute stiffer renewal proceedings in which it should compare program promises against performances, and that it should "spot check" program performance of broadcast stations throughout the year, and

(2) that the FTC should consider proceeding against broadcasters as well as advertisers and advertising agencies when it confronts false advertising.

The document was accepted by President Eisenhower with the request that he be kept abreast of developments.

The report indicated that the Justice Dept. was considering the possibility of criminal prosecution.

Although network officials flatly declined to comment, spokesmen indicated that their attitude would probably become known publicly when they appear before the FCC—now scheduled for later this month.

Fellows Pleased and Pained • Mr. Fellows made it plain that he was pleased with the references to self-regulation, but pained at the implication that broadcasting was strictly commercial. This is what Mr. Fellows said:

"While I don't wish to comment in great detail on the legal points raised by Attorney General Rogers in his report to the President, I would like to observe that the Attorney General reached the core of many problems affecting broadcasting when he placed emphasis on the need for voluntary self-discipline. We were particularly heartened by Mr. Rogers' statement that 'large segments of the industry have recently displayed a quickened sensitivity to the problems and are taking steps to eradicate many of the abuses so far disclosed.' We are pleased that the broadcasting industry, through NAB, has been able to demonstrate its

New Nielsen Proves
KETV's Leadership in Omaha!

FIRST in Prime Time

6 - 9 P.M. 37% Share 9 - Mid. 38% Share

FIRST in Network Shows

ADJACENCIES AVAILABLE

6 of Top 10 on KETV

FIRST in Movies

FULL MINUTES AVAILABLE

Movie Masterpiece 9:40 - 11:15 P.M., 6-night average rating 22.7.

FIRST in News

SOLD OUT

7-night average rating 26.1

FIRST in play-by-play Sports

ADJACENCIES AVAILABLE

Local live Bowling 24.4 rating

Local live Wrestling 22.0 rating

Buy the leader in Omaha!

KETV channel 7

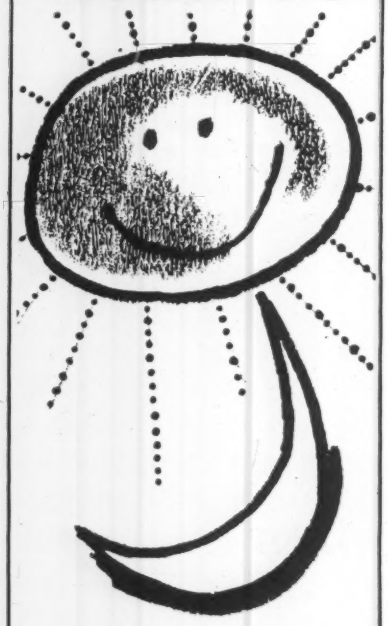
Call H-R *now!*

Ben H. Cowdery, President Eugene S. Thomas, V. P. and Gen. Mgr.

SOURCE: Nov. 1959, Omaha Nielsen Station Index

OMAHA WORLD-HERALD STATION
ABC TELEVISION NETWORK

YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV



A.M. or P.M.
more people in Central Texas watch us day and night over an area 73% greater than the station nearby...

NBC
CHANNEL
KCEN-TV
TEMPLE - WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

concrete actions toward furthering its self-regulatory functions.

"Mr. Rogers also said 'it seems premature to recommend any substantial legislative changes until the agencies [FCC and FTC] and the industry have had an adequate opportunity to show the effectiveness of present and recommended action in dealing with the problems under existing authority.'

"NAB, representing the broadcasting industry, will continue to avail itself of every opportunity, as it has in the past, to cooperate with the FCC and the FTC in its efforts to assure the American public that radio and television make maximum contributions to American life.

"I cannot agree with Mr. Rogers' premises that broadcasting's recent problems reflect too often a '"naked commercial selfishness"' on the part of the industry and that 'there is also evidence of widespread corruption and the lack of personal integrity which is so essential to the fabric of American life.'

"In this respect we feel that the attention of the Attorney General has been diverted from the entire fabric of broadcasting's tremendous contributions to a relatively small number of breaks in the cloth occasioned by the dramatic misdeeds of a few. The fabric is still strong and serviceable. The industry itself can reweave the mothholes and refurbish the occasional worn spots."

Not Far Enough • The Rogers report is "substantial — as far as it goes," Chairman Oren Harris (D-Ark.) of the House Legislative Oversight Subcommittee said Wednesday.

Rep. Harris, who also is chairman of the parent House Interstate & Foreign Commerce Committee, said, however, that the Justice Dept. legislative recommendations do not go far enough.

Legislation, he said, should be enacted that will reach those other than broadcasters who are responsible for deceptive practices in radio and television. "The broadcasting industry should not have to bear the brunt for the deceptive practices of somebody else," he said.

Rep. Harris said the report indicates its authors have made "a thorough study" of the transcript of the House Legislative Oversight group's hearings. He termed it an "objective" report and a "very fine" one. But he didn't feel Justice's proposals were adequate "to really clean things up." He indicated Congress will go considerably further. Laws, he said, should cover not only broadcasting employes but anyone else involved in payola—"whether it be sponsors, advertising agencies, producers or anyone."

FCC Commissioners Split • FCC Chairman Doerfer referred to the Rogers report as expert legal opinion for the FCC to consider in its overall study of the programming problem. He pointed out that the Justice Dept. document accepts the theory that the FCC has the apparent power to consider programming, but then vitiates this position by recommending legislation to give the FCC this power. He said he would hold in abeyance any specific comment until he hears the opinions of lawyers now scheduled to testify in the FCC study hearings.

Comr. Ford flatly stated that the Attorney General has correctly resolved the question of law. He said he agreed with this interpretation. Mr. Ford emphasized that there were certain actions which the FCC could take in the programming area which in no way could raise the censorship issue. The Rogers report, Mr. Ford said, is due for serious FCC consideration.

Comr. Robert E. Lee alluded to the criticisms of the FCC in the Justice Dept. report, but added: "I don't think we should get too sensitive about criticism."

Comr. Robert T. Bartley succinctly stated that the Rogers report contained "no surprises."

FTC Studying Report • FTC Chairman Kintner declined to make any positive statements about the Justice Dept.'s report. "It is being studied by the Commission now," he said, "and it would not be proper for me to comment until this study is completed."

Pressed for some reaction to the Rogers' recommendation that the FTC might include broadcasters among the respondents when a complaint is filed where the alleged false or misleading advertising is a radio or tv commercial, Mr. Kintner replied:

"This presents a difficult question with respect to the relationships among media and the nature of the media under study." He pointed out that the FTC has acted against the advertiser and the advertising agency where the agency played a prominent role in conceiving or executing the attacked advertising.

Nevertheless, Mr. Kintner added, "all media have a heavy responsibility, not a legal responsibility but a moral responsibility, to screen all advertising. I hope that this responsibility will be discharged by newspapers, magazines and radio and tv as a public service."

Although Mr. Kintner did not wish to comment about the Justice suggestion that a broad scale investigation of tv and radio advertising be undertaken by the FTC, he did refer to his letter to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate

With malice toward none; with charity for all; with firmness in the right, as God gives us to see the right, let us strive on to finish the work we are in. . .

ABRAHAM LINCOLN
Second Inaugural Address

WE THOUGHT IT ABOUT TIME SOMEONE got around to asking a wise man what he thought of the present state of confusion in the radio and television industry. In time of crisis the only counsel of any value is the counsel of wisdom.

We ask your forgiveness and we ask the forgiveness of Abraham Lincoln for reaching so high for guidance.

His words, although spoken about a far greater and more significant crisis, seem so relevant that we wish to recall them to you. Like almost everything Lincoln said, these words have universal application. Here is advice for the American public; a reminder that institutions are bigger than the individuals who comprise them — a reminder to the television industry to be firm in the right and to get to work on the job that must be done.

Maybe you're thinking that Abraham Lincoln was too much of an idealist even to be quoted in this sorry circumstance.

Just remember that he was a human being too, who believed that human nature never changed. He said, of the men who would be involved if there were another crisis, ". . . we shall have as weak and as strong, as silly and as wise, as bad and as good."

The great institutions of Western culture did not evolve in sweetness and light like flowers in the meadow; they developed through centuries of struggle, tears, agony, calumny, and bitterness.

Let us, for the moment, focus on our field of entertainment, information, and advertising.

It was only at the beginning of this century that "yellow journalism" was the shameful scandal of the day. Publishers of great metropolitan newspapers were vying with each other in spreading big black false headlines across their front pages, blatantly deceitful — in a mad scramble to see who could sell the most papers and forget about the ethics. Some of us in the advertising business can remember the days when a man's name had to be Ananias before he could get a job as circulation manager of a newspaper.

Look at the newspaper industry today — a great, vital force on the American scene, respected by readers and advertisers alike. After a long, shocking and sometimes entertaining history of the antics of many boisterous scalawags, the newspaper business has grown up.

Or let's talk about the circus. There was another great American institution. Let's talk about that genial old slicker, P. T. Barnum. There was a character! But the circus isn't dying because people were outraged when they found out that "THIS WAY TO THE EGRESS" merely emptied Barnum's tent and had nothing to do with the female of the species *egr beavr*. The circus is disappearing because, as an institution, it no longer fits into the new culture pattern. Children can't get excited about a man being shot thirty feet into the air from a dummy cannon when in their living rooms men are shot to Mars in the flick of a commercial.

Or let's talk about women. They're still here as an institution (God bless 'em) despite the fact that for thousands of years they have been tinting and lacquering themselves to conceal what they really look like. We think they have survived as a part of our culture for far more basic reasons than the magic of perfumes with naughty names.

Also we think it's a pretty safe bet that when we build the first skyscraper on the moon, the history of the human race in the capsule inside the cornerstone will not begin "There have been an awful lot of lousy guys in the world."

Yes. Mathematicians and philosophers notwithstanding, we believe that, as far as an institution is concerned, the whole is greater than the sum of its component parts.

Now we'll focus down sharply and say what we want specifically to say. We have said it before but we want to say it again so you'll know we haven't changed our mind.

We like all kinds of advertising. We like newspapers. We like magazines, radio, outdoor. Each has its specific place and each fills it well.

We have said it before and we say it again. We like television. We believe it is the greatest entertainment, information, and advertising medium in existence and that, with full awareness of the responsibility that goes with stature, it will grow and mature into even greater effectiveness with each passing decade.

what do you think?

Edward Petry & Co., Inc.

Radio and Television Station Representatives

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

(This advertisement appears in full pages in The New York Times, Chicago Tribune, Washington Post and The Wall Street Journal)

Commerce Committee, in answer to one from Sen. Magnuson last November (see story page 60).

From other FTC sources, it was learned that there is now being considered a broad investigation of all advertising in all media, which might be used to establish an advertising guide, similar to trade practice guides familiar to businessmen.

Rep. Peter F. Mack (D-Ill.), a member of the House Oversight unit, praised the Rogers report, but like Rep. Harris, felt restrictions also should be imposed on those involved in deceptions and irregularities other than broadcasters.

He noted that he suggested more than once during hearings that the networks should be placed under FCC regulation.

The Illinois Democrat felt the Justice Dept. document justifies the subcommittee's position that the FCC and FTC have not exercised all the authority they possess in correcting deception.

Chairman John O. Pastore (D-R.I.) of the Senate Commerce Committee's Communications Subcommittee, said there would have been no need for the Rogers report if broadcasters had not "brought the payola situation on themselves."

There have been "whispers" of payola practices for years, he said, and there was testimony about payola during his subcommittee's BMI hearings in the spring and summer of 1958. Broadcasters had adequate warning then, he said, and there was and is no need for legislation to stop payola practices. "If I found somebody in my office who was taking payola, he would be fired tomorrow," he said.

Sen. Pastore said his subcommittee's activities in radio and tv will not duplicate anything the House Legislative Oversight Subcommittee has covered or has announced intentions to investigate in the future.

Tim Elliot, WICE Providence, R.I., charged last week that the office of the Attorney General has been "intemperate and has, in effect, gone out of its way to cast unfavorable reflections on one of the Nation's great industries."

In a letter to Sen. Pastore, Mr. Elliot raised the question whether the timing of the release plus the uncomplimentary references to broadcasters "lead one to question whether it might not have been deliberately slanted so as to obtain maximum newspaper display." He noted that the release Jan. 1 occurred on a day not normally noted for "full news budgets."

Mr. Elliot continued:

". . . The apparent prevalence of uncomplimentary references to broadcasters, together with the timing of the report, lead one to question whether it might not have been deliberately slanted so as to obtain maximum newspaper display."

In a statement, Mr. Elliot urged broadcasters, trade associations and congressmen to express strongest disapproval of the New Year's Eve release of the report. He said:

"News stories of this report seem to suggest that White House and Attorney General are working together to impair our industry's freedom of action and ruthlessly override moderate attitude of FCC chairman. Rogers' incident raises question of whether White House approach to broadcasting 'problems' is dictated by an inherent newspaper orientation on part of administration."

ON CLEANING UP DECEPTIONS:

FCC, FTC have authority, should use it more effectively, Rogers report maintains

Like all Gaul, Attorney General Rogers' report is divided into three parts, which make these points:

- The FCC and the FTC already have the authority to deal with deceptive broadcasting.
- The FCC and the FTC should institute new regulations to make more vigorous their regulation of the broadcasting media.
- There may be need for legislation to give the FCC and the FTC more power to deal with programming chicanery.

The 54-page report, with a nine-page accompanying letter from Mr. Rogers (see full text page 52), was compiled by Assistant Attorney General Robert Kramer, chief of the Office of Legal Counsel in the Dept. of Justice. Various officials of the department filed memoranda with him, including Robert A. Bicks, acting chief, antitrust; Malcolm R. Wilkey, chief, criminal division, and Lawrence E. Walsh, deputy Attorney General.

It is in Mr. Rogers' letter to President Eisenhower that the most significant comments are made of his conception of broadcasting and its place in the regulatory scheme. A basic approach is this:

"The broadcasting industry differs in an essential respect from other media of communications. Unlike newspapers or magazines, the acquisition and operation of broadcasting stations cannot be left to the uncontrolled interplay of individual initiative and economic forces."

A second premise is this remark by Mr. Rogers:

"In granting this privilege [broadcasting to the public] the government is entitled, as former President Herbert Hoover put it, to compel the applicant 'to prove that there is something more than naked commercial selfishness in his purpose.' "

Among the suggestions the Attorney General made are these:

For the FCC—

- Broadcasters might allocate a certain amount of public service programming "in times convenient to listeners", either voluntarily or by regulation.
- Broadcasters should be required to take measures that would reasonably guarantee that contests are what they purport to be.
- Broadcasters should be required to ensure that programs or elements of programs are not broadcast in return for payment without an appropriate sponsorship announcement.
- Licensees and employes of licensees who determine the content of programs should be required to file periodic reports of their financial interests in other business enterprises which have received some benefit from being mentioned on the air (aside from regular commercially sponsored announcements).
- The practices of broadcasters should be scrutinized more closely at renewal time, including a comparison of the licensee's performances with his program promises, and through a system of spot checks "in depth" each year.

For the FTC—

- Proceed against the broadcasters as well as the advertisers in cases involving false and misleading advertising of foods, drugs, devices and cosmetics.
- Institute an industry-wide investigation of radio and tv advertising "to determine the extent to which false, unfair or deceptive practices—whether in the form of commercials, false demonstrations or otherwise—are used to stimulate the sale of products."
- Call a trade practice conference to draft a fair broadcasting guide.

In addition Mr. Rogers recommended two changes in the Communications Act.

(1) He would revise Sec. 317 to include employes of a station as well as the station in the provision which requires that all matter broadcast that is paid for must be so announced when broadcast.

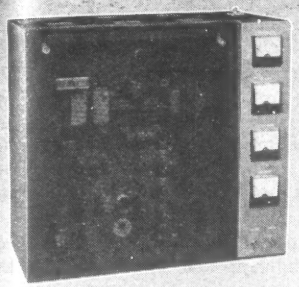
(2) He would authorize the FCC to impose less than revocation against sta-

COMPLETING THE GATES FM LINE...
FROM 10 WATTS TO 10,000 WATTS

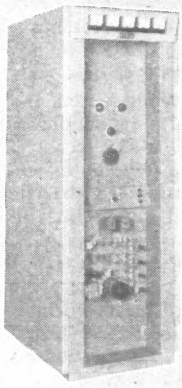
The ALL NEW

FM-10A 10KW FM Transmitter

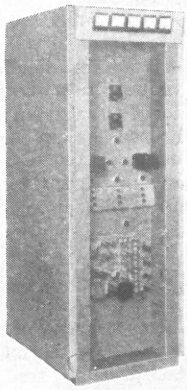
with Varia-Line Tuning



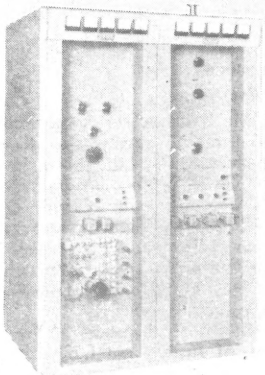
10 Watt and 50 Watt



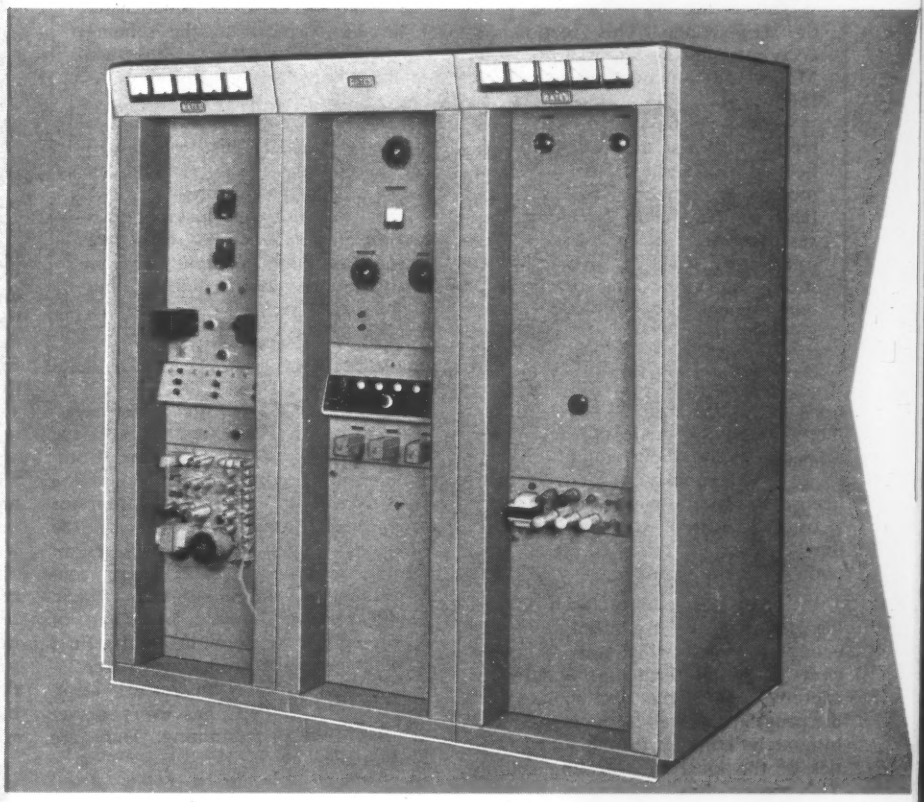
250 Watt



1000 Watt



5000 Watt



With the addition of this new 10 kilowatt transmitter, Gates now offers six distinctive FM transmitters—10 and 50 watts, 250 watts, 1000 watts, 5000 watts, and 10,000 watts. These top-quality precision transmitters, built for greater reliability and higher than ever performance standards, include self-contained single or dual channel multiplexing as an optional accessory.

The FM-10A 10,000 watt FM transmitter, representing a cumulation of more than 15 years of research and development experience in FM transmitters, offers a new design for long tube life, much lower distortion at wider response, and includes the all new Gates exciter with high stability.

A very important feature of this new transmitter is *Varia-line tuning*. *Varia-line tuning* is a new method of tuning a single ended VHF amplifier. A portion of a parallel plate transmission line is made variable to capacity tune the line to operating frequency. The tuning is directly from the front panel. With this exclusive new development, neither mica nor vacuum capacitors are needed in the tank circuit, and by providing optimum Q, the general efficiency of the tank circuit is greatly increased.

For a complete technical description of the new FM-10A broadcast transmitter, write today for Engineering Bulletin No. 118-L—yours for the asking.

GATES

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Subsidiary of Harris-Intertype Corporation

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In Canada: CANADIAN MARCONI COMPANY

HARRIS
INTERTYPE
CORPORATION

How the law permits prosecution for fraud

When Attorney General Rogers speaks of criminally prosecuting those responsible for perpetrating the rigged quiz tv shows, he is alluding to that provision of the U.S. Criminal Code which deals with fraud by radio-tv and wire.

This is Sec. 1343 of Title 18 of the U.S. Code. This section, incorporated in the law in 1952 in the McFarland amendments, reads as follows:

"Whoever, having devised or intended to devise any scheme or artifice to defraud, or for obtaining money or property by means of false or fraudulent pretenses, representations, or promises, transmits or causes to be transmitted by means of wire, radio or television communication in interstate or foreign commerce, any writings, signs, signals, pictures or sounds for the purpose of executing such scheme or artifice, shall be fined not more than $1,000 or imprisoned not more than five years, or both."

Who comes under the threat? Certainly the advertiser, if that was his intent. Perhaps the broadcaster, if he was a party to the scheme. But what about others who make up the complex of a tv production? The producer, a package firm, the director, a performer. All can be prosecuted under this law, a Justice Dept. spokesman pointed out last week, if he is guilty.

This possibility of criminal prosecution under Sec 1343 is, it was learned, a very live one. The investigation is being actively pursued by the Justice Dept.'s criminal division lawyers.

tions for violating FCC regulations or the Communications Act. Such sanctions, he pointed out, might take the form of temporary suspension of a license or conditional licenses.

In the body of the formal report, the approach to broadcasting is made plain in these words:

" . . . at least part of the broadcasting industry is organized upon an economic base in which advertising revenue operating through the networks, exercises enormous influence upon the programs as well as the commercials ultimately emitted through the facilities of the local broadcasting stations. This system has, of course, produced programs of great benefit to the American public. However, it is obvious that the pressures to use the medium primarily for advertising purposes, rather than for communications purposes, may, as has been the case with the quiz shows, produce quite the opposite results. Therefore some form of regulation of malign influence appears to be necessary . . . "

What's Being Done • The report noted that the industry itself was at work to tighten up controls over deceptive practices. The Good Practices Seal is all right, it said, but the only sanction is withdrawal of the seal and this isn't very substantial.

In any event, the document continued, the licensee is responsible for the complete operation of the station, including its programming. And, it added, operation in the public interest is the "only reason for the existence of a broadcasting station."

"That interest," it stated "must predominate over the economic interests of the broadcasters or the advertisers."

In an implied sneer at the FCC, the report seemingly chastised the Commission for not having conducted the investigation of rigged quiz programs which was brought to light by the House Oversight Legislative Oversight Committee last fall. The report continued: " . . . an investigation which, significantly, has raised no claim of censorship or of invasion of the First Amendment rights from any quarter."

In strong terms, the Justice Dept. stated that the FCC has every power to look into programming. Here are its words:

"But in any event, a review of existing authority indicates that the Commission may, without running afoul of constitutional or statutory safeguards of freedom of speech, give considerable weight to advertising practices and programming in the context of licensing, rule making or investigative proceedings. It is true that the statutory provision relating to censorship and the First Amendment delineate the outer limits of the Commission's powers. Yet, within those limits considerable scope is left for effective regulatory action. This would certainly be so with respect to deceptive practices as opposed to problems of taste."

Bluntly, the report concluded that the FCC "has authority to consider deceptive programs and deceptive advertising in connection with its licensing procedures."

The Justice Dept. document referred to the 1955 renewal of WOL Washington, D.C., although it claimed the station carried bait and switch advertising condemned by the FTC, as an example of how sparingly the FCC has used this purported authority.

The report apparently also viewed with surprise the fact that no television station has ever been required to go to hearing on its renewal application because of programming practices.

Justice Dept. also seemingly found it significant that the FCC has never taken any action to present a guide to broadcasters in the field of advertising or program content. The document referred to a 1951 FCC announcement that a public conference would be scheduled to discuss tv problems but that none was ever held.

Yet, the report noted, the FTC has referred 20-25 stipulations, 50-60 complaints and 30-35 cease and desist orders to the FCC during the past two years. It also noted that in 1957 the FCC advised stations that it would relay FTC complaints and orders to them so they might take the proper steps, adding that where the FTC has found advertising to be false or deceptive, its continued use by a broadcaster would bring into question his operation in the public interest.

In discussing the advisability of the FTC investigating the advertising in broadcasting, the Justice Dept. report refers to the scope of the study in these words:

" . . . Such an investigation could include not only a study of the text of tv commercials, but also an examination of the authenticity of visual portrayals and the extent to which test demonstrations are rigged through the use of pictorial deception or otherwise . . . "

Rogers' text:

The comments of Attorney General William P. Rogers are reprinted in full below. Attached also are the final paragraphs of the Department of Justice's report on "Deceptive Practices in Broadcasting Media," which contain the recommendations of the Department:

December 30, 1959.

THE PRESIDENT,
The White House.

DEAR MR. PRESIDENT: Some weeks ago you asked me to review the disclosures made in the course of the recent investigations of television quiz programs as well as other deceptive and corrupt practices in radio and television. You requested that I report to you with respect to the nature of the problems involved and what action is being taken or might be taken to resolve those problems.

Since that time, members of the staff of the Dept. of Justice and I have examined the transcript of hearings before the House Special Subcommittee on Legislative Oversight, discussed the problems with representatives of the appropriate regulatory agencies and the broadcasting in-

Despite the evident good spirits, there is a passing chance that this is not a typical KMPC listener. With more than 165,000 Pulse-people tuned to the station in the average quarter hour, the typical KMPC enthusiast would be difficult to single out. KMPC's flair for reaching some 30,000 more adults in a quarter hour than the second-place Los Angeles station only adds to the profusion. For KMPC advertisers, it is a pretty piece of multiplicity indeed.

KMPC, 50,000 watts, Los Angeles, A Golden West Broadcasters station GWB

KMPC Los Angeles · KSFO San Francisco · KVI Seattle

Represented by AM Radio Sales Company

dustry, and have reviewed the laws under which that industry operates. In addition, we are reviewing the possibility of criminal prosecutions under existing federal laws.

There can be no question as to the great impact of the broadcasting industry, particularly of television, upon this nation. Industry sources indicate that as of March 1959, 44,462,000 of the 51,500,000 households in the United States contained at least one television set, leaving only 7,038,000 households, or 13.7%, without a set. The average home with a set is said to have it turned on for more than five hours a day, seven days a week, and television is said to reach over 128 million persons in an average day. The impact of television upon the thinking and the culture of this country is therefore immeasurable. To millions it is a source of relaxation, entertainment, education and information.

The broadcast industry differs in an essential respect from other media of communications. Unlike newspaper or magazines, the acquisition and operation of broadcasting stations cannot be left to the uncontrolled interplay of individual initiative and economic forces. There would be chaos unless a regulatory body determined who could broadcast and what part of the radio spectrum he could use. The Communications Act of 1934, which provides the statutory authority for regulation of the broadcast industry by the FCC, is based in part upon this theory. However, it is well established that the role of federal regulation is not limited to that of "a traffic policeman in the ether."

The privilege of broadcasting to the public is not available to all who desire it. To authorized broadcasters the license issued by the FCC is of substantial economic value. In granting this privilege the government is entitled, as former President Herbert Hoover put it, to compel the applicant "to prove that there is something more than naked commercial selfishness in his purpose." Accordingly, the Communications Act provides that broadcast licenses may only be issued for maximum periods of three years, subject to renewal. Both the original grant and the renewal are made contingent upon a finding that "the public interest, convenience, and necessity would be served thereby." In effect, each broadcaster enters into an agreement with the government to serve the public interest in return for the valuable privilege he is granted. He becomes "a 'trustee' for the public" and has a nondelegable duty to serve the public. Matter broadcast, including advertising matter, is the essence of that service.

Because of the requirement that broadcasting serve the public interest and because of its incalculable impact upon public information, attitudes and standards, broadcast licensees must give constant attention to the quality of the matter they broadcast. The report which I am now submitting is primarily concerned with deceptive practices, but, of course, the relationship between these matters, the quality of programs and the public needs they serve is a close one. For example, broadcasters might well, either voluntarily or in accordance with requirements imposed by the FCC, allocate a certain amount of time convenient to listeners to public service programs meeting community needs, these programs to be chosen after a canvass of local needs and resources. While such a practice would be directed primarily at the nature of the service provided, it would also emphasize the public interest in broadcasting and have an impact upon corruption and deceptive practices. Similarly, measures which eliminate deception and corruption will, of necessity, have beneficial effects upon program service generally.

The broadcasting industry, both radio and television, has made great contributions to public service. However, the disclosures recently made with respect to certain advertising and other practices indicate that "naked commercial selfishness," rather than factors of public service, has too often been the principal motivation for much of the matter that has been broadcast.

ATTY. GEN. ROGERS
Three megaton blast

If that were all, the problem would be less serious than it is. There is also evidence of widespread corruption and lack of the personal integrity which is so essential to the fabric of American life. The large number of individuals who willingly took part in various phases of the deception is disturbing. Persons from many parts of our country and from many walks of life—the academic world, the ministry, even a minor child who was coached to cheat and conceal—were involved. In fact, one producer testified that none of the large number approached refused to be party to the deception. The District Attorney in New York County is reported to have said that it appears that as many as a hundred of those involved and who testified before a grand jury which was investigating quiz shows testified untruthfully.

I believe that more timely and vigorous action by the regulatory agencies concerned and by the affected industry can operate to eradicate many of the abuses disclosed. As the report which I am transmitting herewith indicates in greater detail, both those agencies and large segments of the industry have recently displayed a quickened sensitivity to the problems and are taking steps to eradicate many of the abuses so far disclosed.

Industry attempts to clean house should be applauded, but it is unlikely that such attempts will be successful unless the appropriate regulatory agencies manifest a continued concern in protecting the public interest and exercise their powers directly and promptly. Within the framework of existing law, I believe that the regulatory agencies can take effective action in addition to the action which they have already undertaken or have indicated they will undertake.

The principal conclusion of this report, I wish to emphasize, is that the FCC and the Federal Trade Commission appear to have authority adequate under existing law to eradicate most, if not all, of the deceptive and corrupt practices in broadcasting which have been disclosed—particularly if the agencies are accorded the full cooperation of the broadcasting industry. Specific examples of how they may use their powers are outlined below and detailed in the accompanying report. The FCC's task would probably be somewhat eased by the enactment of certain changes relating to its authority over broadcasters and also in the area of criminal law. However, it seems premature to recommend any substantial legislative changes until the agencies and the industry have had an adequate opportunity to show the effectiveness of present and recommended action in dealing with the problems under existing authority.

There is a wide variety of possible action which the FCC can take to minimize deceptive programming and advertising practices. As the accompanying report points out the Commission could, for example, under its existing authority give consideration to taking the following steps:

1. Require broadcast licensees to take appropriate measures (more fully described in the report) so that contests which they broadcast as honest tests of skill or knowledge are produced under circumstances which provide reasonable guarantees that a program is what it purports to be.

2. Require broadcast licensees to take steps to prevent the broadcasting of matter in return for payments or promises of money or other valuable consideration to employees of the licensees without an appropriate sponsorship announcement and provide that information be submitted to the FCC at regular intervals as to the steps each licensee has taken to effectuate this requirement.

3. Require the filing periodically with the FCC by broadcasting licensees and those of their employees who determine

Nine hundred eighty-seven miles and one split second by co-ax west of this scene is Iowa. Have you ever considered how unlike Manhattan Iowa looks?

And how much like the inside of a New Yorker's head the inside of an Iowan's head looks?

Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through Iowa's fertile black soil. Dvorak, after visiting Iowa, made powerful music for his New World Symphony from such ingredients. We, with a television station to grind, are more interested in powerful buying power; we prefer to listen to the music made by the seasonal finale—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, something like ten percent of the nation's food supply, and contribute to the high per capita wealth of Iowans.

Yet agricultural Iowa is considerably less than half the story. Personal income derived from agriculture accounts for about 25% of the total; income derived from manufacturing, trades, services and other sources, accounts for the rest.

We adduce these fascinating data to suggest that (1) Iowans are neither exclusively farmers nor exclusively manufacturers; (2) they *are* exclusively people. The wonders of communication in general and television in particular have made Iowans as aware of new products and new ideas as the most sophisticated cosmopolite.

WMT-TV covers over half of the tv families in Iowa, and dominates three of Iowa's six largest cities.

WMT-TV

CBS Television for Eastern Iowa

Mail address: Cedar Rapids • National Reps: The Katz Agency • Affiliated with WMT Radio; KWMT Fort Dodge

the content of any broadcast program, of reports of financial interests owned by them in any business enterprise, and of the returns received by them from such enterprise, if any of the licensees' programs (apart from those accompanied by an appropriate announcement of commercial sponsorship) is intended to enhance, or has been used to enhance, the sale of any product of the enterprise. This practice would be consistent with financial reporting requirements imposed in the public interest by such statutes as the Securities and Exchange acts, the recent Labor-Management Reporting & Disclosure Act of 1959, and the Defense Production Act.

4. Adopt a program of more intensive scrutiny of broadcast licensees' practices before license renewals are granted. Such scrutiny should include a comparison of the licensees' performances with the promises as to programming which they made at the time their licenses were granted or last renewed, and also regular spot checks in depth each year (just as the Internal Revenue Service spot checks individual tax returns) of the renewal applications of a number of licensees or of the licensees in a particular community.

Turning to the FTC, that agency is primarily concerned with unfair or deceptive trade practices and unfair methods of competition wherever they appear. It is not concerned with broadcasting as such, but only with broadcasting when it is used as a means to effectuate those prohibited practices. Nevertheless, there is much it can do to eradicate these practices in the field of broadcasting. In addition to the numerous steps it is now taking, it could, for example, give consideration to the following actions:

1. In cases involving false or deceptive advertising the FTC usually proceeds against the advertiser, rather than the broadcaster. However, it has authority to proceed against a broadcaster engaged in the false advertising of foods, drugs, devices or cosmetics. I recommend that it do so in appropriate cases.

2. Institute an industry-wide investigation of television and radio advertising to determine the extent to which false, unfair or deceptive practices — whether in the form of commercials, false demonstrations, or otherwise—are used to stimulate the sales of products.

3. Call a trade-practice conference for the purpose of drafting a broadcasting advertising guide.

The foregoing suggestions are merely examples of possible additional action which may be taken under existing law by the regulatory agencies concerned. As the recommendations set out above indicate, if the regulatory agencies bring their powers under existing legal authority to bear upon the problems promptly and vigorously much can be accomplished to eradicate the abuses disclosed. I do, however, recommend certain legislation to assist in meeting the problems.

First, under existing law it is a criminal offense for a broadcasting station to broadcast sponsored matter without an appropriate sponsorship announcement. This does not apply in cases in which an employee of a station, rather than the station itself, surreptitiously receives money or other valuable consideration in return for broadcasting matter without any such announcement. The law should be amended to make such action by the employee a federal crime.

Expert help

The House Legislative Oversight Subcommittee now has its own payola—on the payrolla. Last week it hired Mrs. Elizabeth G. Paola—without the "y" but still pronounced that way—as a staff secretary.

Second, as a practical matter, the one sanction expressly conferred by statute upon the FCC for use against a broadcast licensee who fails to operate in the public interest is to withdraw his broadcasting license permanently— a sanction so severe that it has been imposed only rarely. The FCC should be expressly authorized also to impose less severe sanctions for actions violating the Communications Act or regulations issued pursuant to it. Such sanctions, for example, could include temporary suspension or conditional licenses.

In a sense, the spectacle of corruption in the broadcast industry presents a larger issue which is beyond the area of legislation or law enforcement. Our system of government preserves to each individual the widest latitude of personal freedom. But as Clemenceau once said: "Freedom is nothing in the world but an opportunity for self-discipline." In these times of ferment, when the peoples of the free world look to the United States for responsible leadership, we can ill-afford any relaxation of the high ethical and moral standards which have kept our nation free and strong.

Respectfully,
WILLIAM P. ROGERS,
Attorney General.

* * * * *

8. *Recommendations.* The disclosures relating to the quiz shows and payola make it clear that some reform is necessary. The actions which the broadcasting industry has itself taken are commendable, and no doubt it will continue to be alert to further possibilities of improvement. However, an affirmative statutory duty to protect the public interest relating to broadcasting and advertising is placed upon federal regulatory agencies. That duty cannot be transferred to the industry or exercised on the theory that industry self-regulation is by itself adequate. Rather, the vigorous and intelligent exercise of statutory functions would seem to afford the strongest incentive toward industry self-regulation.

Any recommendations for action to correct the abuses in the broadcasting industry which have been disclosed should be formulated in the light of the basic factors which operate in the field. Broadcast licensees have had conferred upon them a highly valuable privilege. In return, each such licensee is expected to operate as a "'trustee' for the public". While advertising revenue must continue to serve as the economic base for the industry, it should not be permitted to overwhelm it. As long ago as 1922 Herbert Hoover, then Secretary of Commerce, stated with respect to radio: "It is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education, and for vital commercial purposes to be drowned in advertising chatter."

The current disclosures have shown that at least at times the pressures of commercialization operate not only to produce "advertising chatter", but also to debase program content itself, with demoralizing consequences. Obviously, any broadcast licensee who permits demoralizing and deceptive material to be transmitted over his facilities, whether originated by him, by a network or by some other source, is not fulfilling his obligations as a public trustee. It is clear that existing law is so framed as to give the government substantial means to combat the excesses of commercialization in broadcasting. Those means do not appear to have been used as effectively as they can be.

It is believed that, without approaching problems of censorship, constitutional questions of freedom of speech or of the press, or problems relating to the quality or taste of programs, the FCC has a substantial arsenal of weapons to combat deception and corruption in the broadcasting industry. It is recommended that it give consideration to taking the following action:

(1) Adopt a set of regulations which would require some guarantees of honesty with respect to matter that is broadcast. For example, it should not be difficult for the FCC to frame a regulation requiring that a licensee take reasonable steps to satisfy himself that any contest which he broadcasts as an honest test of skill or knowledge is produced under circumstances which would tend to guarantee that it is in fact such a program. In the event that contestants are given assistance, the regulation might require these facts to be announced. While such a regulation would probably not prevent all "rigging", it would focus the licensees' attention upon their responsibilities.

A regulation of the type here suggested would not differ substantially from a presently existing regulation requiring it to be disclosed that a program is mechanically reproduced where the time element is of importance. 47 C.F.R. 3.653. In addition, such a regulation would probably make it possible to bring to bear the Commission's cease and desist powers under section 312(b) of the act. This provision authorizes the issuance of such an order against any person who has "failed to observe any rule or regulation of the Commission." The cease and desist procedure would be far more effective than the institution of revocation proceedings or waiting until the licensee applies for renewal and then considering the matter as part of his overall performance.

It is significant that the organization of the broadcasting business is such that the individual station licensee was not, as a practical matter, in a position to control

In Memphis . . .

Survey After Survey Shows Channel 3's Commanding Lead!

1st by A.R.B. 1st by PULSE 1st by NIELSEN

Here are the latest Memphis Surveys, showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Sept. 27-Oct. 24, 1959 (Metro Area)	Pulse May 1959 (Metro Area)	Nielsen June 8-Aug. 9, 1959 (Station Area)
WREC-TV	245	309	271
Sta. B	72	79	57
Sta. C	80	7	69

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

IN PROVIDENCE

WJAR is UP

In twenty-eight out of forty-nine daylight hours, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, March '59 vs. June '59) WJAR shows an increase.

WJAR is UP

Twelve out of twenty traffic periods rated 6:30 A.M. to 9:00 A.M., Monday through Friday (Pulse, March '59 vs. June '59) WJAR shows increases.

WJAR is UP

Thirty-eight of the forty-nine daylight hour segments, 6:00 A.M. to 6:00 P.M., Monday through Friday (Pulse, June '58 vs. June '59) WJAR shows increases.

WJAR is UP

In twenty-three of twenty-four traffic periods, 6:30-9:00 A.M., and 4:00-6:00 P.M., (Pulse, June '58 vs. June '59) WJAR shows increases.

GET RESULTS!
BUY ADULTS!
BUY WJAR

NBC NEWS, SPORTS, MONITOR

Sister station of WJAR-TV
Represented proudly by Edward Petry & Co.

or even to know about the rigging of the quiz shows. However, the heads of the networks concerned and some of their principal aides testified at the hearings that they were also completely surprised by the disclosures. The fact that the quiz shows were produced by independent packagers provides the networks with neither a practical excuse—the networks could nevertheless have seen to it that necessary precautions to maintain honesty were taken— nor a legal one. The networks involved are themselves broadcast licensees and are obligated to operate their broadcast facilities in the public interest. The quiz shows were disseminated to affiliated stations which operate subject to the same obligation. That obligation may not be delegated or transferred.

The affiliated stations have now been put on notice that the fact that they broadcast a network program is not by itself a guarantee that that portion of their operations is in the public interest. A regulation of the type here recommended would emphasize the individual licensee's responsibility.

In order to implement the regulations suggested above, the Commission might also adopt a regulation requiring each licensee to require a warranty that a contest program is what it purports to be, where such a program is obtained from an outside source such as a network. As station operators, the networks are themselves licensees, and they could be required to obtain such warranties when they obtain programs from independent producers. The regulation might also contain a requirement for a liquidated damages provision in the warranty.

(2) Amend the existing regulations concerning announcement of sponsored programs (47 C.F.R. 3.119, 3.289, 3.654) so as to cover payola. Section 317 of the Communications Act and the above-cited Commission regulations require sponsorship announcements only where the valuable consideration for the material broadcast has been received by the station. The listening public should be similarly informed where the broadcast material has been "sponsored" through payments to the employees of the station, for the congressional concern was not with who receives the payment but rather that "[a]ll matter broadcast for hire shall be announced as paid material" (S. Rept. No. 772, 69th Cong., 1st Sess., p. 4).

The Commission would appear to have ample authority, under its general rule-making powers, to adopt regulations which would require licensees to take affimative steps to prevent the broadcast of matter as the result of payola received by their employees. Such regulations could, for example, provide that each licensee shall take appropriate steps to require his employees to advise him of payments or promises made in return for broadcasting matter, shall make an appropriate sponsorship announcement when advised of any such payment or promise, and shall inform the Commission of the steps he has taken to effectuate this program.

(3) Adopt regulations to cover situations in which a station licensee or an employee of a licensee engaged in the determination of matter which is broadcast, owns an interest in an enterprise which will substantially benefit if the licensee, without appropriate announcements of commercial sponsorship, plays a record made by the enterprise or displays or discusses any other of its products over the air. In such situations direct payment to the licensee or the employee is not necessary since he will benefit indirectly by any broadcast publicity given the product. This situation may not necessarily always be improper or inconsistent with the public interest. In this area it is felt that what is needed is full disclosure so that the propriety of these matters can be explored in the light of known facts and conditions. Pursuant to its general rule-making authority, the Commission could issue regulations requiring the periodic filing of reports by each station and by employees engaged in the determination of matter which is broadcast listing any financial interest owned in a business enterprise the sale of the products of which is likely to be enhanced or has been enhanced by material broadcast over the station. The regulations could also require that there be filed with each report a statement disclosing the financial returns accruing from any such business enterprise. This statement could then form the basis of any investigation or action the agency might deem appropriate.

Such reporting requirements are consistent with financial reporting requirements imposed in the public interest by such statutes as the securities and exchange acts, the recent Labor-Management Reporting and Disclosure Act of 1959 (Public Law 86-257), and the Defense Production Act. Thus, the Securities Act of 1933 (15 U.S.C. § 77aa) requires a registration statement to be accompanied by a schedule showing the amount of securities of the issuer held by its directors, chief executive, and financial and accounting officers, and the remuneration paid by the issuer to its directors and its officers and other persons, naming them whenever the remuneration exceeds $25,000 per annum. Similar requirements are imposed by the Securities Exchange Act of 1934 (15 U.S.C. § 781) with respect to the registration of a security on a national securities exchange. The Labor-Management Reporting and Disclosure Act of 1959 (Public Law 86-257, § 202) requires each officer and employee of any labor organization to file with the Secretary of Labor reports listing all financial interests owned by himself, his spouse, or minor child in any employer whose employees are represented by the labor organization, and any income derived from such an employer except as a bona fide employee. The Defense Production Act (50 U.S.C. App. § 2160) requires persons employed by the Government without compensation who obtain exemptions from the conflict of interest statutes to file for publication in the Federal Register a statement of ownership of stocks, bonds, or other financial interests, and at the end of each succeeding six-months' period, a statement showing any changes in such interests.

(4) Adopt a program of more intensive scrutiny of licensees' past performances in

WeeReBel, Columbus, Ga., shows replica of Confederate Uniform to Mary Dwyer, time buyer, Kenyon & Eckhardt, Inc., New York.

Have you heard what the WeeReBeL said to Kenyon & Eckhardt?

"We have the highest per family income in Georgia."

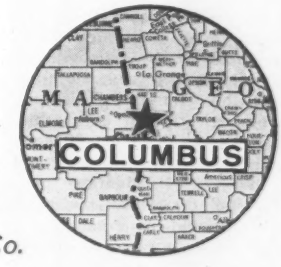
You'll miss the highest per family income in Georgia, if you don't put Columbus on your schedule. Metropolitan Columbus' family income is $6,855 annually compared to the Georgia figure of $5,002. And 83% of the families in this high-income area own TV sets. They view WRBL-TV the most! Check HOLLINGBERY for availabilities on WRBL-TV and WRBL Radio.

WRBL

TV-CHANNEL 4 • RADIO-5000 WATTS

a COLUMBUS, GA.

Represented by George P. Hollingbery Co.



connection with renewals. It might be appropriate for the Commission to adopt a system similar to that followed by the Internal Revenue Service which chooses a certain number of returns at random for a spot check in depth. The Commission might follow the same course by requiring narrative and detailed accounts of past operations, and, in addition to acting on specific complaints, choose a certain number of renewal applications or all the licensees in a particular community for close examination, requiring more detailed information where necessary, and setting questionable cases for hearing. The procedure would include consideration of advertising practices, material which has been advertised, and action taken on complaints by the FTC. The procedure should emphasize a comparison of the licensee's actual performance with the promises he made as to his programs and operations when his license was originally granted or last renewed. The licensees would thus be put on notice that from time to time they might have to give a detailed accounting as to their operation in the public interest.

The FTC is not interested in broadcasting as such. Its concern is with unfair or deceptive trade practices and unfair methods of competition wherever they appear. However, to the extent that broadcasting is used for such purposes there is much it can do. This is demonstrated by the action it has already taken with respect to increased monitoring, deceptive advertising and payola. In addition, it is recommended that it give consideration to taking the following action:

(1) In cases involving false or deceptive advertising or deceptive photography the FTC ordinarily proceeds against the advertiser, rather than the broadcaster. It might consider also proceeding against the broadcaster in appropriate cases involving the false advertising of foods, drugs, devices or cosmetics.

(2) Institute an industry-wide investigation of television and radio advertising to determine the extent to which false, unfair or deceptive practices are used to stimulate the sale of products—whether in the form of commercials, deceptive photography, false demonstrations or otherwise. Such an investigation could include not only a study of the text of commercials, but also an examination of the authenticity of visual portrayals and the extent to which test demonstrations are rigged.

(3) Call a trade practice conference for the purpose of drafting a broadcasting advertising guide. This procedure would make available the widest industry participation and would provide opportunity for full expression of the industry point of view. At the same time, it could afford those involved in such advertising an opportunity to abandon the practices proscribed by the guide simultaneously, without the competitive inequities resulting from government enforcement on an *ad hoc* basis or from self-regulation by the industry without the sanctions required to make such regulation meaningful. By keeping the rules revised and current, there would be created a technique for continued cooperation between the industry and the government.

It should be emphasized that the foregoing suggestions do not exhaust the possibilities of regulatory action under existing law. The expertise of the agencies concerned should suggest other and possibly more effective action.

As the foregoing recommendations indicate, it is believed that the FCC has adequate authority under existing law to take effective action against the deceptive practices recently disclosed. It is believed, however, that it could be assisted in carrying out its functions by certain additional legislation. Two types of such legislation are here recommended.

First, under existing law, the FCC has only one sanction expressly set forth in the statute which it may impose upon a broadcaster who does not operate in the public interest. It may put him off the air permanently by revoking his license or failing to renew it. This "death sentence" is an extremely drastic sanction which would impose substantial hardships upon the broadcaster and, in some cases, his listeners. Its drastic nature may well explain its sparse use in the past. Legislation should be enacted which would expressly give the Commission authority also to impose milder sanctions for actions violating the act or regulations issued pursuant to it. These could be, for example, suspension or conditional renewal.

Second, sections 317 and 501 of the Communications Act make it a criminal offense for a broadcasting station to broadcast any matter as a result of a promise or payment of money or other valuable consideration to the station unless an appropriate sponsorship announcement is made. This applies only with respect to promises or payments to the station. It does not apply to promises or payments to employes of the station. Therefore the prohibition would apparently not reach the payola case in which an employe, rather than the station itself, is involved. Legislation should be enacted which would also make it a criminal offense for employes of stations to accept payola for material which is broadcast without making arrangements with the broadcaster for an appropriate sponsorship announcement.

As has been indicated above, it is believed that the regulatory agencies concerned have adequate authority under existing law to deal with the abuses which have been disclosed. This would certainly be so if the industry provides the cooperation it appears to be promising. The position of the agencies would be strengthened by enactment of the legislation recommended above. If still further legislation should prove necessary, it would be appropriate to consider at least two additional measures.

First, as earlier explained, the networks, as such, are not regulated by the FCC. This is so even though the individual broadcasters rely upon the networks so heavily for matter broadcast, and the networks are ordinarily in a far better position than the individual licensee to select and control the presentation of that matter. Legislation could be enacted which would place direct regulatory authority over the networks in the FCC.

Second, the FTC lacks authority to restrain the dissemination of false or deceptive advertisements, or to prevent the use of unfair or deceptive trade practices pending issuance of a final administrative order to cease and desist. Under existing law (15 U.S.C. 53), the Commission may seek a temporary injunction only in respect of false advertisements of food, drugs, devices, or cosmetics. It has no power to obtain an injunction temporarily restraining false advertising in any other area of the economy, or in respect of deceptive trade practices, where the damage to the consuming public may be equally harmful. An unscrupulous advertiser may continue deceiving the public with impunity and with profit pending the final outcome of long and involved administrative proceedings and judicial review which is a matter of right. Accordingly, consideration should be given to legislation which would extend the FTC's authority to institute temporary injunctive proceedings, pending issuance of a case and desist order, to all false and deceptive advertising and to all unfair and deceptive trade practices under Section 5 of the Act (15 U.S.C. 45).

FTC STEPS UP TV MONITORING

Kintner reports policing moves, limitations

Federal Trade Commission Chairman Earl W. Kintner is uncertain whether the courts will back up any FTC findings against alleged deception on commercially-sponsored television programs —unless the deception involves misrepresentation of the product being advertised.

The FTC chairman offered this opinion in a report submitted to the Senate Commerce Committee at the request of the Senate group's chairman, Warren G. Magnuson (D-Wash.). Sen. Magnuson apparently aiming at "deceptions" involved in rigged tv quiz shows, last November asked the FTC head whether a prop card bearing the sponsor product's name, which remains in sight of the tv cameras during a complete program, might not cause the whole program to be termed a "commercial." This being the case, he asked, would not the "deceptions" practiced during the program mean the "commercial" (program) is a deceptive one?

Sen. Magnuson also had asked for a full report on operation of the FTC's radio and tv monitoring unit. His request (AT DEADLINE, Nov. 23) followed charges by him that the FTC had been lax in acting against deceptive

YOU MAY NEVER SPEAK FOR 22 HOURS*—

BUT... WKZO-TV Can Speak For You In Kalamazoo-Grand Rapids!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(July, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	58,900	24,100	70.9%	29.1%
Noon-3 p.m.	58,900	34,100	62.0%	38.0%
3 p.m.-6 p.m.	53,000	32,400	62.0%	38.0%
Sun. thru Sat.				
6 p.m.-9 p.m.	107,600	63,100	63.0%	37.0%
9 p.m.-Midnight	118,200	54,500	68.0%	32.0%

WKZO-TV reaches more of the people, *more of the time*, than any other station serving the Kalamazoo-Grand Rapids area.

Facts of the matter are shown in the latest NSI Survey (see left). WKZO-TV holds an 84% lead over Station "B" in homes delivered, Monday through Friday, 9 a.m.-6 p.m. And a 9-county ARB Survey (April 17-May 14, 1959) covering 300,000 homes gives WKZO-TV first place in 74.6% of all quarter hours surveyed!

If you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

**Wayne Morse made the longest U.S. Senate speech of record—22 hours, 26 minutes—on April 24-25, 1953.*

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

radio and tv commercials (BROADCASTING, Nov. 23).

The Report • FTC Chairman Kintner's reply, dated Dec. 22, 1959, and released by the Senate committee last week, said that:

• In two cases, the courts have ruled the FTC has no jurisdiction to contest the propriety or manner in which an advertiser may direct attention to his product so long as he does not misrepresent claims made in behalf of the product.

• Chairman Kintner himself on Nov. 2, 1959, ordered a "crash program" to step up FTC activity against alleged false and misleading advertising on tv. This meant transferring attorneys and other personnel from "other areas" to monitoring and investigating radio and tv commercials; doubling the size of the FTC's radio and tv monitoring unit (from three attorneys, two monitors, two clerks); sending investigators to the New York area; assigning seven trial attorneys to radio and tv investigations and trial work; monitoring the radio and tv networks throughout the broadcast day, and ordering FTC's 10 field offices to monitor all tv stations in their areas on certain days.

• FTC has issued complaints against nine record manufacturers or distributors alleging payola activities and has initiated complaints against eight others, besides being engaged in investigations of still others. The FTC has obtained a consent decree from RCA to cease payola activities.

• The FTC has no recommendations for legislation to "regulate the program content" of tv broadcasts and prefers to await the results of the FCC's current investigation before making further comments.

Action Taken • Chairman Kintner said the FTC in the past three fiscal years has issued 500 orders against deceptive or false advertising in all media. The FTC has issued 43 formal complaints against advertising involving radio or tv, from which 28 cease-and-desist orders have resulted. The FTC also has negotiated 13 stipulations "correcting" radio or tv advertising claims and has accepted 47 affidavits or letters of discontinuance covering the same media, he said.

Before the House Legislative Oversight Subcommittee's tv quiz show hearings, the FTC received only 20-25 complaints a month about tv or radio commercials, he said. Now it is receiving 230 a month. The monitoring staff selected 1,000 "questionable" tv commercials from Nov. 2-27 for full study to see if they warrant corrective action. Chairman Kintner noted FTC action against Libbey-Owens-Ford Glass Co.-General Motors Corp. charging "camera trickery" in tv commercials and against Brown & Williamson Tobacco Co. and Ted Bates & Co. charging misrepresentation of Life cigarette filters on tv.

Since the FTC's diversion of other personnel to radio and tv probing will weaken enforcement in other fields, Chairman Kintner said, the agency on Nov. 18, 1959, asked the Budget Bureau for a supplemental appropriation for fiscal 1960 and added funds to continue the work in fiscal 1961. (Sen. Magnuson also is chairman of the Senate Appropriations Subcommittee which hears budget requests for the FTC, as well as the FCC and other independent agencies.)

BROADCAST ADVERTISING

WHICH WAY NOW FOR ADVERTISING?

Media, agencies on agenda of emergency ANA meeting

FTC Chairman Earl Kintner, leader of major media and an official of American Assn. of Advertising Agencies, along with Assn. of National Advertisers Chairman Donald S. Frost, will be among the speakers at ANA's "unprecedented" special meeting of its membership Feb. 2.

Plans for the one-day special session at New York's Hotel Plaza are being announced by ANA today (Jan. 11).

Speakers other than Mr. Kintner and Chairman Frost, of Bristol-Myers, have not been identified, but an announcement said media participants would be leaders in the radio-tv and print fields and indicated another government speaker might appear along with Mr. Kintner. ANA first disclosed its decision to call the extraordinary meeting during its FCC testimony last week (see page 36).

Plan of Action • The "outside" speakers presumably will appear during the morning and luncheon sessions. In the afternoon, according to ANA President Paul B. West, "advertisers will hear ANA officers outline the objectives and a program of action for the ANA which the board determined will be most effective in safeguarding the legitimate and proper use of advertising."

"We regard the present situation confronting advertising to be sufficiently serious to warrant this special session, the basic purpose of which is to give our members a first-hand account of important developments affecting all advertising since our annual meeting in Hot Springs early in November," according to Chairman Frost.

Mr. West said public and governmental reaction against "certain advertising practices" indicated that "definite action, and not mere lip service, is called for on the part of responsible advertisers, agencies, media and by the organizations which represent them . . .

"It seems to us self-evident that there must be a higher degree of self-regulation combined with effective means for upholding standards of practice to which advertisers, agencies and media can subscribe if private industry is going to continue to have the freedom to employ advertising to the full extent demanded by our economy today. The alternative is to default to the government, and we all realize what that would lead to."

Efforts Being Made • Mr. West said the FTC had made clear that governmental concern about advertising practices is not confined to the broadcast media, and noted that as a result of consultations with the FTC, ANA is exploring specific ways in which it can guide its members in their efforts to avoid "objectionable" advertising in all media.

It also was noted that ANA has con-

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Dec. 30-Jan. 5 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Dec. 30	Wagon Train (7:30 p.m.)	NBC-TV	29.4
Thur., Dec. 31	Untouchables (9:30 p.m.)	ABC-TV	20.1
Fri., Jan. 1	77 Sunset Strip (9 p.m.)	ABC-TV	29.7
Sat., Jan. 2	Gunsmoke (10 p.m.)	CBS-TV	29.7
Sun. Jan. 3	Ed Sullivan (8 p.m.)	CBS-TV	26.2
Mon., Jan. 4	Father Knows Best (8:30 p.m.)	CBS-TV	25.6
Tue., Jan. 5	Red Skelton (9:30 p.m.)	CBS-TV	24.2

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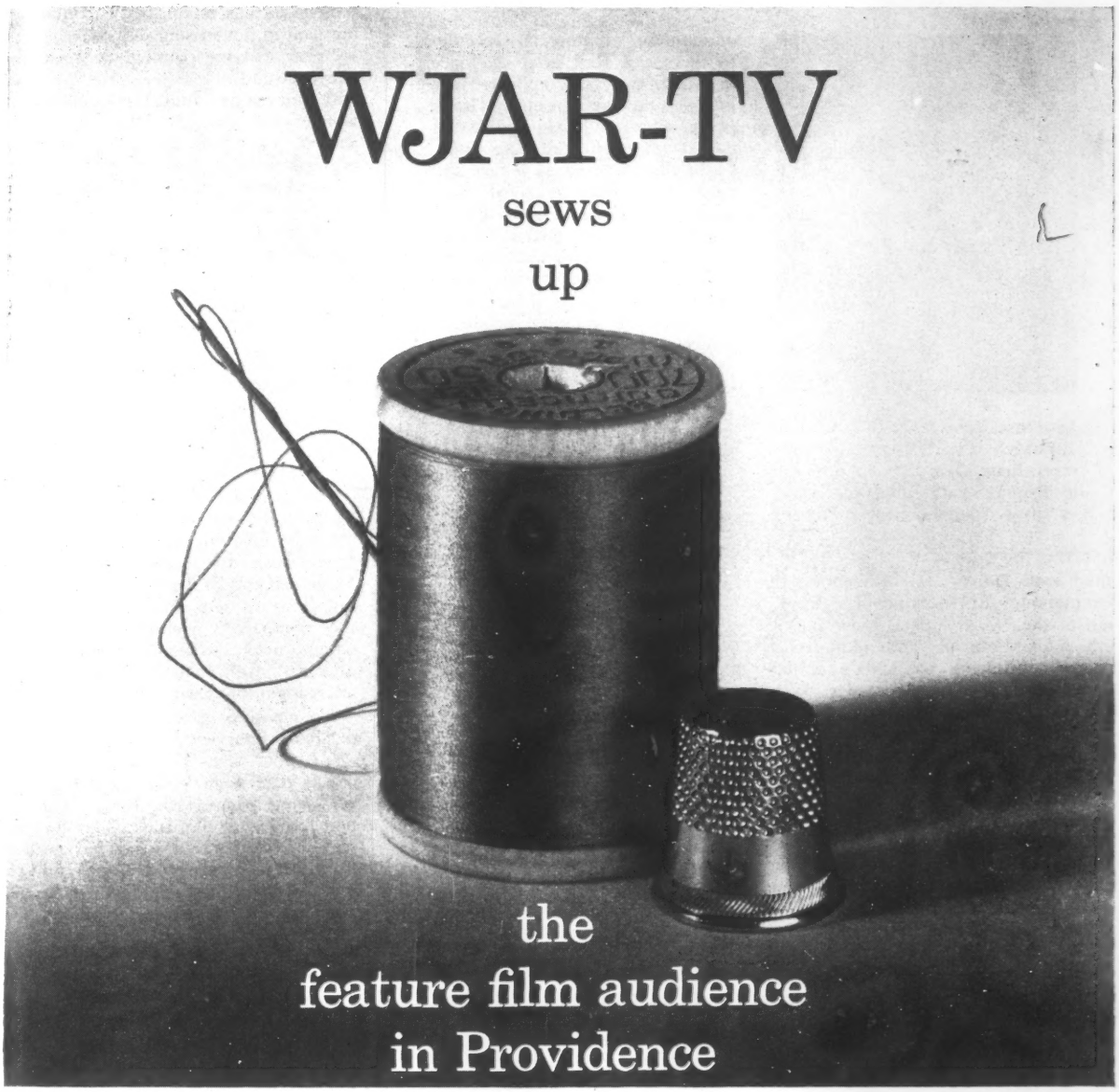
WJAR-TV

sews

up



the
feature film audience
in Providence

with the
hottest exclusives in filmdom!

Shirley Temple, Danny Kaye, Martin & Lewis, Tarzan — exclusives with WJAR-TV in Providence! 460 top-drawer features from Hollywood's 9 biggest studios just added to the largest film library in the market! Station personality, Jay Kroll — "Mister Movie" to his New England viewers! Not 2, but 7 great nighttime features per week! All on the station that pioneered movie programming!

NBC abc

Represented by

Edward Petry & Co., Inc.

CHANNEL 10 · COCK-OF-THE-WALK IN THE PROVIDENCE MARKET

Toot'less Joey • Knomark Inc., Brooklyn, N.Y., which spends more than $1 million to promote its Esquire Scuff-Kote shoe polish in 50 tv markets, revamped its one-minute commercial recently to include a very brief sequence in which two boys appear. One is six-year-old Joseph Grassi (left), who obviously didn't get two front teeth for Christmas. More than a hundred letters and cards have been received from women viewers asking for photographs of the lad. Richard Lockman, Mogul William & Saylor executive vice president and general manager, and Miss Jean Harrison, MW&S radio-tv producer, screened 240 youthful applicants before selecting young Grassi. The result, according to Mr. Lockman, is a "memorable" commercial, adding that "any woman who takes time to write a postcard is bound to remember favorably the product and sales message responsible for her simple pleasure."

sulted with Donald H. McGannon of Westinghouse Broadcasting Co., chairman of the NAB Code Review Board; with AAAA officials and with "other groups." Referring to ANA's annual convention last November, Mr. West pointed out that the association "took a strong stand affirming the responsibility of advertisers for the programs they sponsor" and urging members to make an immediate review of their advertising messages (BROADCASTING, Nov. 16, 1959).

The Feb. 2 meeting, he said, was called on the theory that all advertising would benefit if each element of the business made clear to all the rest what it is doing and, so far as possible, what it intends to do.

RATINGS DEFENDED
AMA session hears 'Life' barbs rebuked

Television research came in for criticism at last week's meeting of the New York chapter of the American Marketing Assn. But at a session devoted to magazine research and its inter-media implications, tv found a defender willing to answer print criticism of ratings.

Dr. D.B. Lucas, chairman of the marketing department in the New York U. School of Commerce, Accounts & Finance and research consultant to BBDO, took the occasion to address an "open letter" to publisher Henry Luce, referring to *Life*'s Dec. 14 feature on national tv ratings. In the "letter" (so termed only for purposes of the speech) the researcher paralleled tv research with that pioneered for magazines by Mr. Luce, showing that the same criticisms could be inferred. What Dr. Lucas said:

"Dear Mr. Luce:

"Your Dec. 14 issue of *Life* gives an informative presentation of 'fireworks ahead on tv rating systems.' I note the following points:

"1) 'Each company . . . makes nationwide ratings with a sample . . .'

"2) 'These three systems frequently disagree . . .'

"3) The ratings tell only how many look at a program; 'they cannot measure a tv viewer's quality of enjoyment . . .'

"4) 'The evils of a misused rating system are sometimes insidious. *Voice of Firestone* . . . was axed . . .'

"5) '. . . To some sponsors . . . they [the ratings] have become the be-all and end-all of television . . .'

"All of this reminds me that *Life* magazine, when it was very young, was losing money. *Life* suspected that it had a large audience of readers, and brought in four research men to devise methods of measuring its audience. Several magazines have since joined in the parade. Now, Mr. Luce, it appears that,

"1) Magazines, too, 'make nationwide ratings with a sample.'

"2) Magazine surveys, too, 'frequently disagree;' *Life's* own audience differed by 7 million readers in two nearly concurrent surveys.

"3) *Life*'s surveys showed only how many people look into *Life*; 'they cannot measure [a magazine reader's] quality of enjoyment.'

"4) 'The evils of a misused rating system are sometimes insidious.' Two of *Life*'s contemporary weeklies have already been 'axed.'

"5) 'To some advertisers, [audience surveys] have become the be-all and end-all' of magazine performance; certainly *Life* has established a commanding lead in advertising dollars.

"The striking parallel between the television industry and *Life*'s experience with magazine audiences makes me wonder why you, Mr. Luce, are so critical of television ratings. I have no criticism of *Life* magazine for popularizing audience studies. I think it is a good thing. One reason is that I happen to be one of the four research men who helped you start this whole business—away back in 1938.

"End of letter."

'Look's' Research Look • Dr. Lucas went on to salute a *Look* magazine page-exposure study outlined by his predecessor on the AMA luncheon platform, Joel Harnett, assistant to the publisher of *Look*. The professor-consultant offered a technical critique and called the research "a real milestone."

The penetration study, as described by Mr. Harnett, was launched to give the magazine what it might accept as a fairer basis for comparison with tv. Media evaluators, he believes, are working from "a semantic abortion" when they compare tv average minute ratings with a print circulation cut by three-quarters after being multiplied by an ad recognition score.

To measure its audience, *Look* used personal interviews combined with a "glue-spot" test. This was devised to check readership by binding every set of facing pages with a glue-spot imperceptible to the subscriber. In this way *Look* achieved what it considers "a direct comparison with the only tv measurement that does give a reasonable estimate of viewer [over age 10] traffic on a household basis—the average minute rating." The publisher's assistant added, "It also reports exposure on an individual reader basis. There is at present nothing in tv comparable to this." After the study, done for *Look* by Audits & Surveys Co., *Look* wound up with a price of 589 households per ad dollar, per black-and-white page.

Mr. Harnett, whose early experience included a radio writing stint in El Paso, Tex., also criticized television research for lack of proof on the score of repeat exposure, that is, not tracking viewers for all three commercials of a half-hour network show. He finds it "incredible that with all the money spent in tv in this day and age that no such accounting has been made." Expanding on possibilities for inter-media comparison, Mr. Harnett called for research "geared to showing the inter-action effects of various media on the consumer," saying that "this type of research will grow in importance as agencies, advertisers and media overcome their defensiveness and their biases and become genuinely intrested in the phenomena of communication and persuasion."

Want to Build a Bigger FM Audience?

You can with this beautifully-styled, high quality SARKES TARZIAN FM RADIO

$19.95
SUGGESTED RETAIL PRICE
(Limited Time Offer)

Here's how we're doing it. We are now installing two FM stations in Indiana.

Like you, we are interested in increasing the number of FM equipped homes. One of the easiest ways—it seemed to us—was to make available to the public a high quality, low-priced receiver. We had the engineering and production facilities for turning out just such a set—in quantities, and, at the **RIGHT** price. You can't beat this one at $19.95.

We are making arrangements with drug and grocery chains, department stores and other similar outlets in our areas—giving them **FREE** plugs telling the listening audience where they can buy the sets. Everyone benefits. You can make a little profit by being the source for the FM receivers . . . the outlets get the plugs . . . and the audience in your area is increased.

Receivers are now available—for a limited time only—to all FM stations. Orders must be on FM station letterheads.

ORDERING INFORMATION

Model 501: Champagne White Cabinet, Champagne White Front
Model 502: Moonmist Grey Cabinet, Charcoal Front
Model 503: Moonmist Grey Cabinet, Champagne White Front
Model 504: Champagne White Cabinet, Charcoal Front
(Specify model Number)

YOUR COST

Qty. 1-49	$18.00 ea.
Qty. 50-99	17.80 ea.
Qty. 100-4999	16.50 ea.
Qty. 5000-over	16.40 ea.

TERMS

Net 30 days, all prices FOB Bloomington, Indiana, Federal Excise Tax included.

Broadcast Equipment Division
Consumer Products Section

SARKES TARZIAN INC

east hillside drive • bloomington, indiana

TVB DECLARES WAR ON MAGAZINES

Says publishers conceal real state of affairs in magazine industry, cites rising ad rates, rise in CPM and drop in circulation figures

Television Bureau of Advertising has mounted a major attack on national magazines, charging that the magazine industry has "steadfastly refused" to adjust to broad changes wrought by television.

These changes, according to TvB, are in the service provided to the public and in the vehicle presented to the national advertiser.

In the form of a presentation booklet, TvB strikes at magazines for the position taken before the national advertiser, while the magazine industry "for some time now has been attacking television on every flank."

The bureau charges that the "air of promotional optimism [that] emanates from the publishing business" has obscured the real state of affairs in the magazine industry itself. "The magazines which are doing least well revenue-wise," asserts TvB, "are those most ardently attacking television and emanating assurance."

TvB's new booklet, "The Changing Face of Magazines," is being circulated this week. In an introduction, TvB wryly observes: "Had the magazines themselves published this information, this report would not have been necessary."

Forfeits Position • The national magazine is painted by TvB as having forfeited to tv any former claim to being the national advertiser's "pivotal medium" and as grossing increased revenues which in reality represent considerable hikes in page rates rather than increased advertiser usage.

To go a bit further, TvB statistically judges magazines as having become less efficient buys along with attrition in their mass appeal.

Figures trotted out by TvB included such non-tv sources as the Assn. of National Advertisers. An example of some of what TvB has "found necessary" to report:

A drop in magazine share of national advertising. In 10 years through 1958, the share was down 27%. In 1949, magazines had 16.6% of total national advertising but by 1958 the share was only 12.1%.

Faced with a loss in advertising "support," magazines have resorted to shoring up revenue principally by increasing page rates. (Magazine revenue increased 7.1% last year for the first nine months.)

A Squeeze • As TvB see it, magazines were caught in the past decade (chosen because this is when tv had its greatest growth) in a "giant vise" with rising fixed costs squeezing from below and tv pinching from the top by offering "truly national advertising coverage" and thereby draining off advertising dollars.

The tv bureau asserts magazines at first intensified competition within their own ranks, later joined together to stop the shrinking share of the ad dollar and finally practiced methods of hypoing circulation and in "fragmentation" (dividing national circulation into regional advertising availabilities to compete with other media, such as tv, on all levels—national, regional and even local).

But these attempts fail to have any impression on TvB. By raising rates, TvB relates, magazines also have had to increase their CPM circulation.

As tracked in statistical tables, TvB shows a reduction in ad pages to a point where the 1958 total was lower than in 1954, while the one-time, black-and-white page rate has gone up 76% in the 10 years covered. CPM for that time also went up 41%.

Unlike Tv • Here, TvB claims, is "one of the reasons for magazine's loss of favor with advertisers." The bureau reminds that television's CPM has decreased during this time. Network tv's CPM (in homes reached) was 50% less and spot tv's CPM 40% less in 1958 than in 1950.

The bureau's attack explores magazine county-by-county readership with

Signing in • Participants in the final transaction of the merger by which Fuller & Smith & Ross Inc., New York, acquired Stromberger, Lavene, McKenzie of Los Angeles (BROADCASTING, Dec. 7, 1959), met in F&S&R's Cleveland office Jan. 4 for the signing of legal documents. Adding his signature is Charles M. Skade, F&S&R's senior vice president, administration. Standing (l to r) are: Don McKenzie, Edward Ruppe and Norval Lavene. Messrs. McKenzie and Lavene are newly-elected vice presidents of F&S&R, and Mr. Ruppe is secretary of the agency. The west coast agency's annual billings exceed $5 million.

How to build more effective TV commercials

In actual TV tests, the Good Housekeeping Guaranty Seal increased commercial effectiveness 20% . . . 27% . . . 30% . . . 51% . . .

Recently the Schwerin Research Corporation, whose clients include leading networks and advertisers, tested the commercials of several major TV advertisers, then *re-tested* them with the addition of the Guaranty Seal.

RESULT: Commercials with the Seal showed an average increase in effectiveness of 32%.

Increases due to addition of Guaranty Seal	
Appliance A	**20%**
Breakfast Cereal B	**27%**
Cosmetic C	**30%**
Prepared Mix D	**51%**

*Crossley, S-D Surveys, Inc.

These facts demonstrate once again the cumulative *confidence* that has been built up in Good Housekeeping and its Guaranty Seal over 75 years.

There are some products and some claims that may never earn our Seal, or the sales influence it enjoys among 40,930,000* women. But if you make a good product, and want to sell it with conviction, let us show you the Schwerin results and discuss how that selling influence can go to work for you *now*—on TV, and everywhere.

Good Housekeeping

MAGAZINE AND INSTITUTE

A HEARST MAGAZINE

tv viewing and documents methods and effects of hypoing circulation (using such devices as picking up subscription names by offering bargain prices and in resorting to devious means to add to subscription lists in the face of declines in newsstand sales).

TvB presents findings which are intended to support its claim that regional selling by magazines is not what it's meant to be. Advertisers accepting this form of magazine schedule wind up with paying premiums for what is less than full national circulation while their advertising production costs are fixed. And to TvB's wonderment, these penalties must be suffered without access to tv's greater market selectivity or precise timing for ad strategy.

Magazines refuse to face up to a few "indisputable facts" about tv, the bureau report asserts. For example: In a single minute, advertisers in tv can reach as many as a third of all the people in the country; people now spend more time with tv than with any other activity except sleeping.

TvB is careful, however, in forecasting the future of magazines. Figures are presented to substantiate the conclusion that the greater success lies ahead for those magazines who specialize. The report concludes:

"Everyone has something in his life in which he takes a deep interest and to which he will devote a certain amount of his time. Magazines edited to these interests are sure to find an audience—limited in size but composed of loyal and interested readers."

• Business briefly

Time sales

Racing in color • Phillies Cigars, Philadelphia, saddled up for half-sponsorship of new NBC-TV *Racing From Hialeah* series to be colorcast on seven Saturdays starting Jan. 16 (4:30-5 p.m. EST). NBC Radio's *Monitor* also will cover the races. Agency for Phillies is Werman & Schorr Inc., Philadelphia.

Car campaign • Glendale Motor Car Dealers' Assn. has purchased time on KHJ, KPOP, KRKD, KMPC, all Los Angeles, and KDAY Santa Monica for an enlarged radio campaign urging the purchase of used cars from established new car dealers. The Cal Cannon Co., Glendale, Calif., handles the account for the sixth successive year.

Cross-country by Dromedary • R.J. Reynolds is buying nighttime ID's for Camels on near-saturation basis for the current year. Agency: William Esty Co., N.Y.

Lark buy • Studebaker Dealers Adv. Assn. (New York) has signed for *Four Just Men,* Independent Television Corp. tv series, for New York City (WRCA-TV beginning Jan. 7) and five other New York State markets (Syracuse, Albany, Binghamton, Watertown and Plattsburgh). Negotiations handled by Carl Carlson, association's president, John Ball and Steve Mudge, account executives at D'Arcy, agency for SDAA, and Jack Kelly, ITC account executive.

Agency appointments

• WKNB West Hartford, Conn., appoints Reach, McClinton & Co., N.Y., as its advertising agency. Account will be serviced through RM's Newark, N.J., office with Daniel Bernheim, agency's senior vice president, as account supervisor and William F. Taylor as account executive. Schedules will include newspapers, trade publications and direct mail.

• West Paint & Varnish Co., Everett, Mass., manufacturer of nationally-distributed Touraine paints, appoints Daniel F. Sullivan Co., Boston. National advertising media and trade publications will be used.

• Salada-Shirriff-Horsey Inc., Woburn, Mass., appoints Cortez F. Enloe Inc., New York medical advertising agency, for Junket Rennet powder and tablets to the medical and health professions.

• Sealtest Foods, Great Lakes Div., to N.W. Ayer & Son, Philadelphia. This division, operating out of Cleveland, Pittsburgh and Detroit, is the sixth National Dairy Products Corp. account serviced by Ayer. It is being assigned to Ayer's New York office.

• Bulova Watch Co., N.Y., has assigned its advertising for radios and stereophonic receivers to Sullivan, Stauffer, Colwell & Bayles, N.Y. This eliminates product conflicts at McCann-Erickson which handles the watch portions of the Bulova account.

• Sterling Forest Corp. (Sterling Forest Gardens and Sterling Forest Peat), N.Y., to The Weston Co., N.Y.

• Elgin Watch Co., Toronto: Kenyon & Eckhardt Ltd., Toronto.

New Schlitz seller

Schlitz Beer will have a new animated salesman who will be selling his brew on tv screens within the next few weeks.

Earl Klein, president of Animation Inc. announced that "Mr. Hopkiss," (pictured below) has been delivered to J. Walter

Thompson, the Schlitz agency, in the first three films of a 60-second spot series.

• Also in advertising

Swinging street • Madison Avenue Sounds Inc. has been formed in New York for commercial music and already has completed jingles for U.S. Steel and Sterling Salt. Willis H. Schaefer, formerly of Music Makers, N.Y., is president and creative director. Charles B. Tranum, head of a talent representation firm bearing his name, is handling sales for MAS, while continuing his established business. MAS address: 603 Madison Ave., New York 22. Telephone Plaza 5-4030.

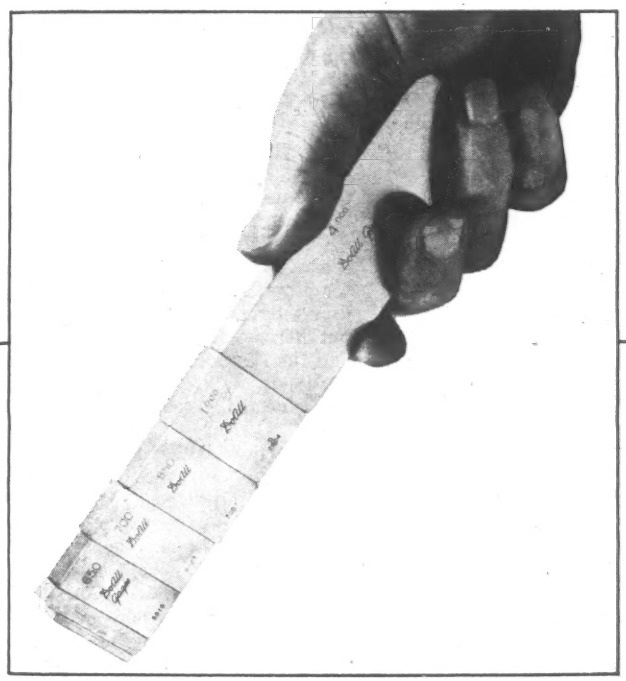
Successful test • Store-Video Inc, N.Y., last week announced that a three month closed-circuit tv test conducted in two Grand Union stores in the New York area showed that sale of products advertised on the tv system rose an average of 30.2% and total store sales were up an average of 10%. The test covered 50 advertised products, each of which had a seven-second commercial. The system operated continuously. A Grand Union official said he was "pleased with these results to date," and said the company was ready to expand the test to include more stores.

Tracking research • Advertising Research Foundation has added a new function, analysis of syndicated advertising research services, according to Arno H. Johnson, J. Walter Thompson vice president and ARF board chairman. The service is available on a voluntary basis to any syndicated service wishing analysis and willing to underwrite it. Reports will be furnished ARF members in a project the organization hopes will reduce duplication of effort among members and provide information not presently available.

Join hands • R.T. O'Connell Co., N.Y., has entered a working agreement with the Fred Gardner Co., that city. The O'Connell firm has moved from 420 Madison Ave. to a suite of offices on the 18th floor at 50 E. 42nd St. where Fred Gardner's agency occupies the 17th floor. R.T. O'Connell becomes president of R.T. O'Connell Co. Inc., Ethel Merklen, was elected senior vice president. Agencies handle advertising, merchandising and sales promotion.

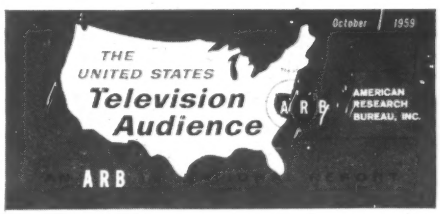
FAMOUS MEASURING INSTRUMENTS: 5

The standard by which others are judged



These are gage blocks, among the most precise of all measurement standards. They represent the best (and almost the only) means by which the standard inch is given physical form and made usable as a direct representation of the unit of measurement or as a calibration standard. Such gage blocks, made by several precision manufacturers, are made accurate by comparison with the Standard of Length kept in vault safety at the United States National Bureau of Standards, at Washington, D. C. (see number 2 in this series).

So precisely are the lapped surfaces of these gage blocks machined that they stick together tightly when placed together and held in the hand, as in our photograph. The figures designate dimensions. One set of such blocks is composed of 83 units—nine blocks designated in ten-thousandths, four in inches, two .050" wear blocks—which make possible over 120,000 accurate combinations of measurement in steps of one ten-thousandth of an inch.



Television audience research, while not as precise as a calibration standard, nevertheless offers many practical dimensions of measurement for judging TV's audience value. For example, ARB can now identify the sex and age of viewers to each network program. The new ARB TV-National Report shows this data by fourteen different categories. This is an important qualitative research breakthrough, and a further step toward identifying optimum types, as well as sizes of desired audience groups. Such audience delineations provide better standards by which TV dollar efficiency may be judged . . . and are offered to ARB clients with . . .

Accuracy . . . Reliability . . . Believability

AMERICAN RESEARCH BUREAU, INC.

WASHINGTON NEW YORK / CHICAGO
LOS ANGELES

ASCAP SETTLEMENT FINALLY MADE

Court decrees total station payments to decrease 9%

The on-again, off-again "settlement" with ASCAP on rates for new music licenses for radio stations finally became official last week, with results about as reported 10 months ago—a 9% decrease in total station payments.

Chief Judge Sylvester J. Ryan of U.S. District Court in New York signed an order last Tuesday incorporating the settlement and thus terminating the suit in which some 800 stations, considering ASCAP's original offer exhorbitant, had asked the court to fix reasonable fees.

The new terms, expected to shave $750,000 to $800,000 a year off radio stations' payments for ASCAP music, are for a period of five years, retroactive to Jan. 1, 1959, when the old contracts expired. While Judge Ryan's order applies only to the 800-odd litigants, ASCAP some time ago indicated that the terms finally agreed upon would be extended also to stations which signed one-year renewals and did not join the litigation.

The Parties • The new agreement was reached in negotiations conducted under Judge Ryan's aegis by the all-industry radio music license committee, headed by Robert T. Mason of WMRN Marion, Ohio, with Emanuel Dannett as committee counsel, and an ASCAP group headed by President Stanley Adams and counsel Herman Finkelstein.

Mr. Mason, whose committee represented the stations involved in the court action, estimated the total savings of stations would come to at least $800,000, while ASCAP sources pegged it closer to $750,000. In any event, Mr. Mason made clear that the saving would vary from station to station. In a letter to broadcasters who had contributed to the committee's support, he said:

"Some may find that the agreement will result in saving of 10% or more; others may have little or no saving. However, the overall saving to the industry we estimate will be approximately 9%."

ASCAP's radio revenues increased from $6.8 million in 1949 to $9 million in 1957, according to estimates filed in the case. (The society's revenues from television, according to these estimates, increased from $200,000 to $14 million during the same period.)

Past Influences Future • Observers reflected that in many cases the amount of reduction individual stations would receive would depend on their past practices. For instance, some stations have been taking no talent deductions while others have deducted all over-scale payments. The feeling was that stations which in the past had been taking no talent deductions will, through the deductions spelled out in the new contract, realize savings exceeding 9%. On the other hand, those who have taken comparatively large deductions in the past despite ASCAP objections, may find themselves saving less than 9%.

Similarly, through changes in the base for putting blanket-license sustaining fees, stations which have had artificially low half-or quarter-hour rates—in relations to their minute rates—may realize little or no savings. But those whose half-and quarter-hour rates have had a realistic relationship to the minute rate may achieve savings ranging up to 30% on sustaining fees, it was estimated.

In blanket licenses—which permit unlimited use of ASCAP music at no extra charge, and which are used by most stations—the new contract reduces the commercial fee by 5.6% in addition to revising the base on which sustaining fees are based. In per-program licenses, which require payments only for programs in which ASCAP music is used, the rate structure is unchanged; but there are comparatively few of these and, in view of the widespread use of music on radio today, the number is not expected to go up materially if at all.

Deductions Defined • The new blanket license cuts the commercial fee, which formerly was 2.25%, to 2.125% of "net receipts from sponsors after deduction." It clarifies the "deductions" that may be taken in determining "net receipts," and specifically disallows deductions of any flat percentage "except for the advertising agency commission and the sales commission."

A new formula, somewhat more favorable than the one being considered earlier in the negotiations (BROADCASTING, Nov. 9, 1959), is incorporated for determining a station's talent deductions. This sets up, for stations of various sizes, a table of weekly compensation scales and permits talent payments in excess of those amounts to be deducted in determining "net receipts."

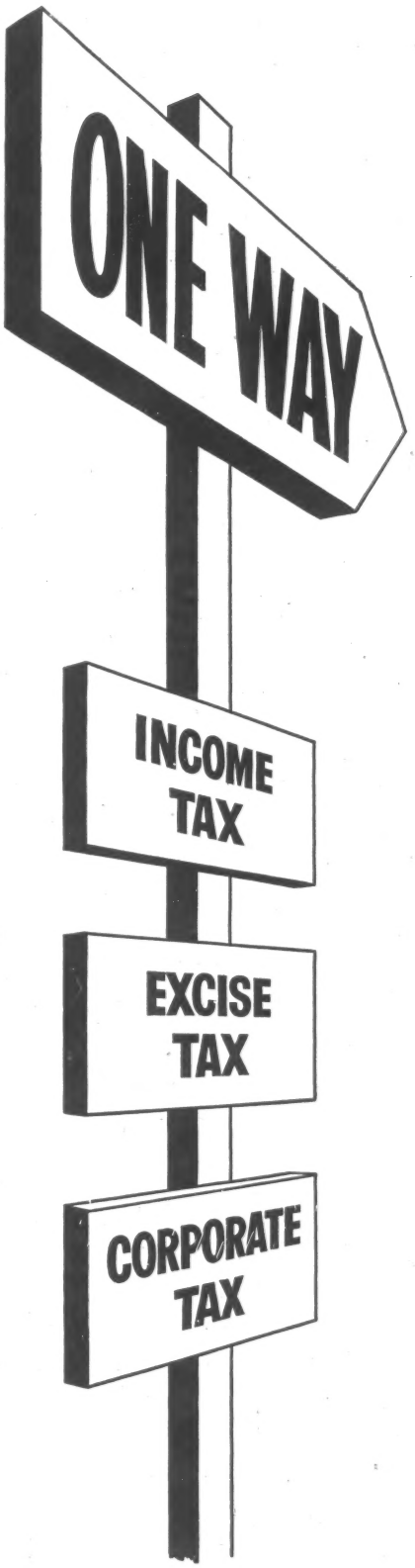
For instance: A station in the under-$50,000 class which pays out more than $100 a week for talent may deduct all such payments over $100; in the $50,000-$150,000 class it may deduct all over $300 a week; $150,000-$300,000, all over $450; $300,000-$500,000, all over $675; $500,000-$750,000, all over $750; $750,000-$1 million, all over $875; and above $1 million, all over $1,000. For stations up to the $300,000

Radio's negotiators

Formation of the All-Industry Radio Music License Committee was authorized at a meeting of radio broadcasters during the NAB convention in 1958 and negotiations with ASCAP authorities were commenced in the fall of that year. Most of the negotiations were conducted by counsel Emanuel Dannett, his partner William W. Goluo, and members of the executive committee: Robert Mason, WMRN Marion, Ohio; George W. Armstrong, Storz Stations; Richard D. Buckley, WHIM Providence, R.I.; Robert D. Enoch, WXLW Indianapolis; Herbert Evans, Peoples Broadcasting; Elliott M. Sanger, WQXR New York, and Sherwood J. Tarlow, WHIL Medford, Mass. Other committee members:

Cy N. Bahakel, WRIS Roanoke, Va.; Hugh K. Boice Jr., WEMP Milwaukee; Bert Ferguson, WDIA Memphis; J. Allen Jensen, KSL Salt Lake City; Herbert L. Krueger, WTAG Worcester, Mass.; William S. Morgan, Jr., McLendon Stations; Leslie H. Peard, Jr., WBAL Baltimore; Calvin J. Smith, KFAC Los Angeles; Ben Strouse WWDC Washington, and Jack S. Younts, WEEB Southern Pines, N.C.

Some 900 stations were pledged to contribute 10 times their highest average one-minute rate to pay committee expenses, but about 100 of these, while supporting the committee, did not join the court action. In addition to the 800-plus who participated in the litigation, ASCAP records on file in the case indicated that approximately 1,000 other stations had renewed their old licenses for one year beyond Jan. 1, 1959, and 1,000 others held unexpired licenses.



to save billions in future taxes

Thoughtful people generally acknowledge that government spending policies are going to influence the course of U.S. inflation—and whether it can be halted at all.

There's lots of talk about "reasons" for spending programs. But there is little public discussion of federal spending that could be eliminated entirely without loss of jobs or national strength and safety.

COSTLY GOVERNMENT VENTURE IN POWER

Questionable on every count is the necessity for the federal government's continuing venture into the electric power business. To date, it has cost taxpayers about $5,500,000,000, and the "public power" pressure groups are after another $10,000,000,000—the kind of money that could contribute to the difference between inflation and stability.

THE REAL "PUBLIC POWER" ISSUE

Cleared of claims and emotion, the heart of this issue is simple: whether the money for the inevitable growth of electric capacity is to be put up by investors or by taxpayers.

It's quite unnecessary for taxpayers to finance the electric supply. The independent electric companies and their millions of investors can finance and produce all the power the nation can conceivably need.

THE TAX NOBODY SEES

No issue of such importance in the federal budget is so little known to the people who pay billions as the cost of federal power. This is why informed people are trying to spread the word.

Will you help? You can get up-to-date figures and background quickly and at no cost. Write for the new booklet, "Who Pays for Government-in-the-Electric-Business?" to Power Companies, Room 1100-U, 1271 Avenue of the Americas, New York 20, N. Y.

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

level this is an improvement over the plan disclosed last fall, which would have allowed deductions of only the excesses over $150 a week in the case of small stations, above $375 for those in the $50,000-$150,000 class, and above $500 for those in the $150,000-$300,000 group. For larger stations the formula is unchanged from the original plan.

Other Features • The new agreement clearly specifies the type of talent whose compensation is eligible for these reductions. Their duties must be primarily those of acting as m.c. or d.j. on musical programs, vocalist or instrumentalist engaged for a specific program, featured newscaster and news commentator, featured sportscaster, m.c. on an entertainment program or announcer.

Other "deduction" features as outlined by Mr. Mason's letter:

"The actual cost of talent especially engaged for programs other than participating programs may be deducted to the extent separately billed over and above the applicable card rate.

"The following actual cost incurred by the station for a specific local commercial program may be deducted: (A) payments to the telephone company or like transmission utility for remote pickup necessary to broadcast such program from a point outside a studio of the station; (B) rights for broadcasting a sports or other special event; and (C) prizes to participants in such program.

"If a specific pre-recorded program of not less than five minutes' duration is especially purchased by the station in its entirety for a single sponsor (and such program is purchased from an independent supplier not owned or controlled by the station) and such program is broadcast solely under the sponsorship of such single sponsor, the actual payment by the station for such pre-recorded program to such independent supplier may be deducted to the extent separately billed over and above the applicable card rate. The station may not deduct any cost of record or transcription libraries.

"The actual payment by the station to an independent supplier of news ticker service (i.e., AP or UPI or other similar agencies) for a premium rate news program may be deducted provided that the sums so deducted shall not exceed the premium paid by the sponsor . . . over and above the normal applicable rate for other programs."

Minute Rate New Base • The annual sustaining fee, under blanket licenses, remains $12 for stations having less than $50,000 in net receipts, and for larger stations the base is changed from a program to a one-minute rate. For stations in the $50,000-$150,000 class it becomes 24 times the highest one-minute card rate (formerly 12 times the highest quarter-hour rate), and for those with net receipts above $150,000 it becomes 30 times the highest one-minute card rate (formerly 12 times the highest half-hour rate).

The per-program licenses, unchanged in the agreement, call for fees of 8% in the case of commercial programs and set up varying schedule for sustaining shows.

Under the judge's order ASCAP must send copies of both the blanket and per-program licenses to all stations in the litigation within ten days, and each station may sign and return the one it wishes. ASCAP must also offer the licenses to stations whose past payments to ASCAP are in dispute, but not to a station which "indisputabley owes any license fees or has failed to submit reports, or has submitted reports but has failed to pay the license fees set forth therein, unless it makes good its default within 45 days after demand by ASCAP."

The overall result of the new contracts—approximately 9% reduction in ASCAP's receipts from radio stations—was reported to radio stations at the NAB convention last March by Committee Chairman Mason. He said a recommendation to that effect was being considered. At that time the negotiators had been reported unofficially as having reached a broad agreement but with some details yet to be worked out. Intermittently since then the two sides have seemed on the verge of agreement, but until the past few weeks various aspects seemed inclined to come unstuck.

Spots for Newspapers • One of the sticklers was whether newspaper-owned stations should pay on receipts for announcements carried in behalf of the affiliated newspaper. Judge Ryan's recommendation settled this one: Such announcements (as distinguished from programs) should not be counted in computing ASCAP fees where the station is wholly owned by the newspaper or vice versa.

ASCAP reorganizes

A consent order reorganizing ASCAP's affairs, designed to avert new antitrust action, was approved by Chief Judge Sylvester J. Ryan of the U.S. District Court in New York last Thursday. The order liberalizes royalty distributions, revises methods of surveying radio-tv uses of ASCAP music and makes changes in the election of directors. Worked out by ASCAP and Justice Dept. authorities as an amendment to ASCAP's 1950 consent decree, the order had been submitted to Judge Ryan last fall but he deferred action because counsel for a number of songwriters and publishers opposed the plan. His approval followed a balloting, completed last week, in which ASCAP members approved it by an 83% "weighted" vote and more than 67% numerical vote. ASCAP authorities called it an "overwhelming vote of confidence" for the ASCAP board of directors.

• Program notes

Planning ahead • ABC-TV has purchased a new half-hour comedy series, *The Flagstones*, for use on the network in the fall from Hanna-Barbera Productions, producers of the syndicated cartoon series *Huckleberry Hound* and *Quick Draw McGraw*.

AFM-MGA fight goes network • The battle of the Musicians Guild of America to wrest the right to represent musicians in collective bargaining moves into the network arena this year. NLRB has ordered elections at ABC-TV and CBS-TV among musicians employed on tv filmed programs to be held within

ORBIT

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Jan. 11-15, 18-20 (6:30-7 a.m.) **Continental Classroom.**

Jan. 11-15, 18-20 (11-11:30 a.m.) **Price is Right,** participating sponsorship.

Jan. 11-15, 18-20 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Jan. 11, 18 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N. W. Ayer.

Jan. 12, 19 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman Craig & Kummel.

Jan. 12 (9:30-10:30 p.m.) **Lincoln Mercury Startime,** Ford through J. W. Thompson.

Jan. 13, 20 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Jan. 14 (9:30-10 p.m.) **Ford Show,** Ford through J. W. Thompson.

Jan. 15 (8:30-9:30 p.m.) **Bell Telephone Hour,** AT&T through N. W. Ayer.

Jan. 16 (10-10:30 a.m.) **Howdy Doody,** Continental Baking through Ted Bates.

Jan. 16 (10:30-11 a.m.) **Ruff and Reddy,** Borden through Benton & Bowles.

Jan. 16 (4:30 p.m.) **Racing From Hialeah,** Phillies Cigars through Wermen & Schorr.

Jan. 16 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Jan. 16 (8:30-9:30) **Jerry Lewis Show,** Timex through Doner & Peck.

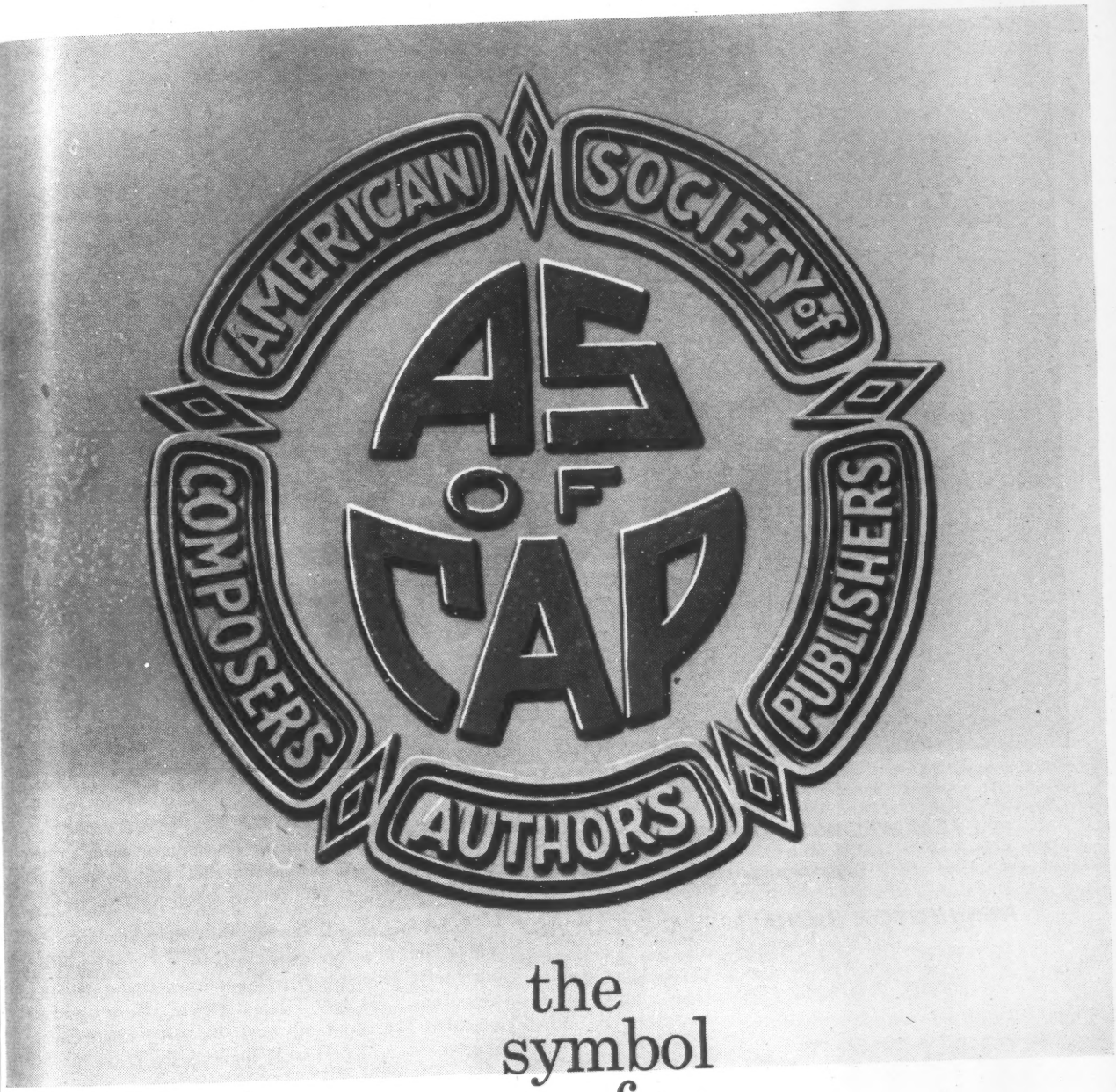
Jan. 16 (9:30-10:30 p.m.) **Art Carney Show,** Purex through Foote, Cone & Belding.

Jan. 17 (3:45-conclusion) **10th Annual Pro Bowl Football,** Liggett & Myer through Dancer-Fitzgerald-Sample and Carter through Sullivan, Stauffer, Colwell & Bayles.

Jan. 17 (8-9 p.m.) **Sunday Showcase,** sponsor TBA.

Jan. 19 (9:30-10:30 p.m.) **Ford Startime,** Ford through J. W. Thompson.

Jan. 20 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. W. Thompson.



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The trade papers tell us that good music is on the way back! Once more the public is to have the opportunity to hear melodies and lyrics that have meaning. ■ ASCAP members have always provided top quality music in the popular field, Broadway productions, Hollywood motion pictures, and the prize-winning works in the symphonic and concert field, as well as religious music. ■ Among ASCAP members are the immortals of the world of music, today's musical greats and the young writers who will create the outstanding music of tomorrow. ■ *ASCAP is the symbol of quality in music!*

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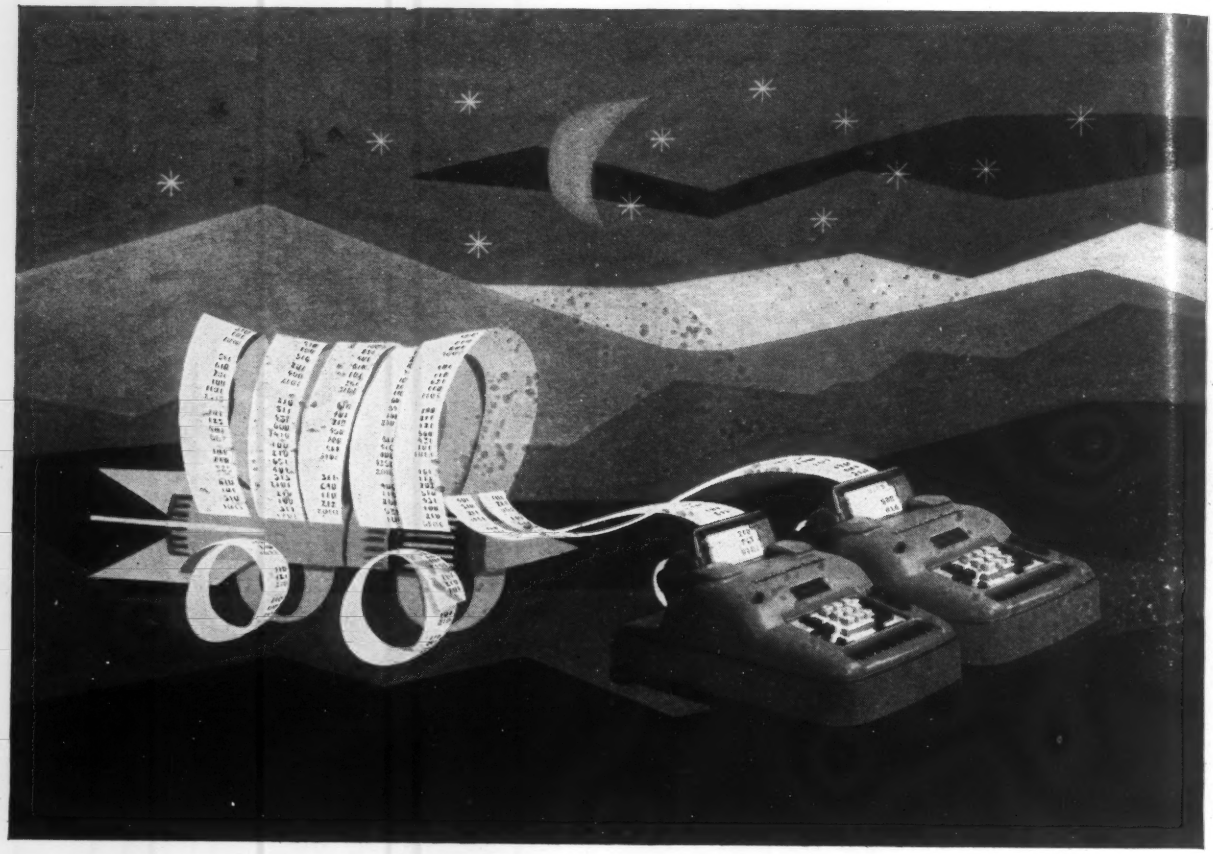

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the first three months of 1960. A similar election is to be held later at NBC-TV if MGA can show a reason for it. MGA 18 months ago won the right to bargain for musicians employed at the major movie studios in Hollywood. Elections are now being held among musicians at some 15 recording companies across the country.

Theatres sold • National Theatres & Television has sold the seven-station Fox Wisconsin theatre group to a syndicate headed by Joseph J. Zilber, because the Wisconsin operation "was relatively small and difficult to operate economically from our Los Angeles base," NT&T President B. Gerald Cantor explained. Sale was an "isolated instance and is not to be construed as a policy of NT&T," he said. The company will continue to operate most of its present theatres, although some 35 which are not currently profitable may be disposed of, as well as maintain the tv programming service of National Telefilm Assoc., which merged with National Theatres last year to form NT&T, and its broadcast operations (WDAF-AM-TV Kansas City, WNTA-AM-FM-TV Newark). NT&T has also sold the Westlake Theatre and its building in Los Angeles to N.P. Jacobs, operator of the neighboring Lake Theatre.

Lasker deadline • Eleventh annual Albert & Mary Lasker Medical Journalism Awards deadline has been set for Feb. 8. Carrying honorarium of $2,500 apiece, the awards are for stories or programs during 1959 dealing with major killing or crippling diseases and public health problems. Of special interest to the foundation are heart diseases, cancer, mental illnesses, arthritis and neurological diseases. NBC-TV's *Today* show won the 1958 radio-television award for day-to-day coverage of health and medical research. Albert Wasserman took a special citation for two programs on "The Addicted" in CBS-TV's *Twentieth Century* series. Entry blanks and information are obtainable from Albert & Mary Lasker Foundation, Chrysler Building, New York 17.

Stereoradio • KYA-AM-FM San Francisco now offers its listeners stereophonic broadcasts of all available material. KYA has placed newspaper ads announcing the stereo records to be featured and claims that "If (a record is) made in stereo, it will be played in stereo." The station previewed its new policy with a special two-hour Christmas Eve show and a nine-hour New Year's Eve dance party.

SAG-AFTRA MERGER 'FEASIBLE'

However, tv tape is big stumbling block

A study jointly sponsored by the Screen Actors Guild and the American Federation of Television & Radio Artists concludes that a merger of the two unions is feasible and desirable. But coincident with receipt of the study's findings by the unions' boards (not made public), AFTRA took a step that may precipitate another jurisdictional battle between the two organizations.

Neither union would discuss the report, made by labor relations specialist David L. Cole, but it became generally known that Mr. Cole reached the conclusion that a merger can be effected. He is reported to have laid down certain courses of action leading to a merger of the unions, which represent performers in live television (AFTRA) and film television (SAG).

Shortly after receipt of the Cole report, it was learned, AFTRA sent a letter to SAG, requesting that a meeting between the merger committees of the two unions be held on the West Coast the week of Jan. 18. The letter dwelt upon the urgency of reaching agreement on a consolidation and then switched subjects to serve notice on SAG that AFTRA, on advice of its counsel, intends to take steps, if necessary, to "protect its rights to its claims" over all video-taped programming.

Stumbling Block • Tape has proved to be a thorn in the sides of the two unions. AFTRA has consistently claimed jurisdiction over all magnetic tape recording. SAG, on the other hand, claims that when production is at a film studio, where the Guild traditionally has held contracts, its jurisdiction should be unchallenged. The first conflict over tape centered on tv commercials, and AFTRA now has a petition before the National Labor Relations Board for an election to be held among performers to select a single union to represent them in the tape commercial field. The federation holds contracts for tapes produced at networks and tv stations.

In its letter, SAG stated it will "protect" its right by "re-iterating" its jurisdiction over taped programming by sending notices to the National Labor Relations Board and other interested parties, including the American Assn. of Advertising Agencies and member agencies, on or before Jan. 31. SAG's supplemental contract with tv film producers expires on March 31 and AFTRA's move to file its notice 60 days in advance of the SAG expiration was reported to be a necessary legal step.

AFTRA plans to hold a series of regional-national meetings of its board members this week to discuss and evaluate the Cole report.

No Comment • A SAG official in New York declined to discuss the report or AFTRA's letter, referring inquiries to the Guild's national headquarters in Hollywood, but appeared annoyed when apprised of the contents of the AFTRA letter. In Hollywood, John L. Dales, national executive director SAG, had no comment on the tape problem but he did say that SAG had "received a report of David Cole regarding his study of a merger plan for consideration by SAG and AFTRA. The Cole report will be given thorough study by the Guild.

"The Guild also has received a letter from AFTRA, proposing that a meeting of the merger study committees of the two organizations be held in Hollywood during the week of Jan. 18. This proposal will be considered by the board of directors of the Guild at its meeting on next Monday (Jan. 11)."

The AFTRA leadership has gone on record in the past as favoring a merger with SAG. Guild officials, however, have been generally cool to the proposal.

Mr. Cole has been collecting data for his report since last summer. His fee of approximately $25,000 has been shared by SAG and AFTRA.

There have been several other SAG-AFTRA merger studies in the past, but the unions have not been able to reach an accord on a consolidation.

NBC-TV previews on closed circuit

NBC-TV affiliates now will be able to preview program series in advance. Previews will be carried to interconnected affiliates by closed circuit on regular network lines and special screenings of filmed shows will be held for affiliated managers when they are in New York.

The new procedure is an improvement on past means of conveying this information to affiliates. Formerly, NBC-TV held periodic meetings with the affiliates' board of delegates during which programs and scheduling were reviewed in detail and reported to all affiliates. This was in addition to mailings, news releases and frequent personal meetings with affiliates. The "innovations" were developed last week at a meeting of network management and the tv affiliates' board of delegates chairmanned by Jack Harris, KPRC-TV Houston.

FCC PROPOSES CUTTING TV MILEAGE

Move would permit dropping in of more v's in some markets

The FCC last week proposed an "interim policy" rulemaking to modify its co-channel mileage separation requirements to allow vhf drop-ins in cases where an "urgent" need exists for a third (and in some cases a second) vhf station in a major market. It also proposed to reduce minimum adjacent channel vhf separations from 60 to 40 miles after finding that there is less interference at 40 miles than previously had been anticipated for 60. Comments were requested by Feb. 19; replies by March 7.

Comrs. Robert T. Bartley and Robert E. Lee dissented, both holding this will prejudice any tv system other than all-vhf and that most FCC members believe that in the next few weeks they will know if more vhf channels can be added eventually to tv. If this is so, markets with none—or one—vhf service should come first, they said. If no new vhf channels can be added, the interim plan should mesh with the long-range plan and may well involve more vigorous deintermixture of uhf markets, they added.

The FCC notice of rulemaking proposed to consider applications for waivers of mileage separations where there would be added a second or third vhf in a large tv market, where the need outweighs any service lost by interference to existing stations, where the new vhf would not substantially affect operation of established uhfs and where the new assignment would not require excessive channel changes among existing stations.

Other Revisions • The FCC also proposed adoption of new tv propagation and interference curves based on field strength measurements since the Sixth Report & Order of 1952 and proposed to revise definitions of service areas.

The FCC said it continues to feel its standard co-channel separations are necessary and important, but that serious shortages make more vhf service to some large markets urgent. The new station would be required to suppress radiation toward an existing station to the same extent as if both were at the required mileage separation with full authorized power and antenna height.

The Commission proposed to use Tv Allocations Study Organization findings to define a station's normal service area as that where 50% of the locations in the area receive an acceptable picture (40 dbu for chs. 2-6; 50 dbu for chs. 7-13) 90% of the time. It also proposed to redefine principal city service to provide a picture of excellent quality (80 dbu for chs. 2-6; 85 dbu for chs. 7-13) to at least 90% of the locations in the principal city for 90% of the time.

The FCC proposed to establish new field strength curves by merging information in a 1949 ad hoc committee report and that in a 1956 FCC report. It rejected curves proposed by TASO.

New stations in protecting existing stations could do so by directionalizing or by using reduced power and antenna heights.

Reaction Outside FCC • Immediate comments from the networks and Assn. of Maximum Service Telecasters were short:

ABC-TV said: "Any move in the direction of authorizing more television stations in major markets now served by less than three competitive channels is bound to benefit the television viewing public. Such opening up of additional tv channels would permit ABC-TV to serve all the tv-viewing public, and the U.S. then would have three truly national competitive networks in the public interest."

NBC authorities noted that they have consistently opposed drop-ins but withheld comment on the present proposal until it could be determined whether adequate safeguards would be erected against undue interference to existing tv services.

CBS-TV authorities said they had not received and had a chance to study the FCC proposal and consequently could not comment at this time, but they said they undoubtedly would file comments with FCC before the Feb. 19 deadline.

Lester Lindow, executive director of the Assn. of Maximum Service Telecasters, said that his organization is vitally interested in the proposal. He said AMST fieldwork on station separations and studies being conducted for AMST by Iowa State U. on adjacent channel separations, the results of which are not in, will have an important bearing on AMST comments. "This is a subject that we are primarily concerned with," Mr. Lindow pointed out.

Anniversary greeting

While broadcasting continued last week at the storm center of criticism and reappraisal, radio-tv, along with allied electrical communication media, received commendation for progress and service through the years from FCC Chairman John C. Doerfer. Writing in an "anniversary greeting" prefacing the FCC's silver anniversary report, Chairman Doerfer said in part:

"The 25th anniversary of the FCC affords me, in the name of the Commission, to pay tribute to American imagination and ingenuity which have made the U.S. a world leader in telecommunication.

"Modern radio and wire communication is playing an increasingly important role in the American way of life. Rapid and efficient communication goes hand in hand with our national welfare and progress. Its public dividends cannot be counted in dollars alone; . . .

"Radio broadcast is the magic medium that brings information, education, religion and entertainment into our homes. Television adds image—even in color—to the family enjoyment. What is more, the American system of broadcasting is by private enterprise and the government does not censor programs or exact fees for broadcast receiver use. . . .

"And technical developments have opened new frontiers for electronic contact, to the inclusion of over-the-horizon microwave transmission as well as communication with objects in outer space.

"Consequently, the Commission salutes not only those who have made possible the phenomenal telecommunication accomplishments of the past quarter century but also those who are working on still bigger things to come."

Hennings to introduce new information bill

Chairman Thomas C. Hennings Jr. (D-Mo.) of the Senate Constitutional Rights Subcommittee said last week he shortly will introduce a revised version of the freedom of information bill he offered last year. The bill is designed to clarify the scope of the authority of federal departments and agencies to withhold information from the public

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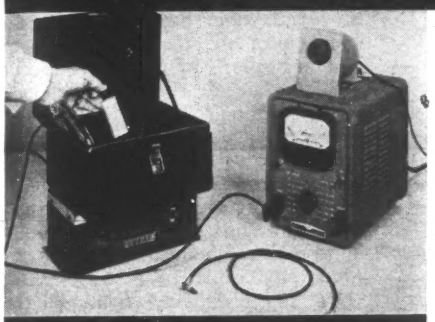

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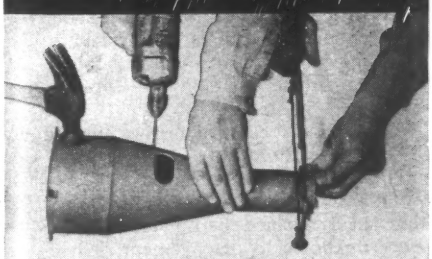

Composite photo demonstrating that magnetic shielding qualities of NETIC alloy material are not affected by vibration, shock (including dropping) etc. Furthermore, NETIC does not retain residual magnetism nor require periodic annealing.

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Unexpected exposure to an unpredicted magnetic field, and presto!—your valuable data is filled with irritating odd noises. Distortions may result in virtual data erasure.

Unprepared tape users never realize the danger of loss until it's too late.

Such losses have become increasingly common from damaging magnetic fields during transportation or storage. These fields may be produced by airplane radar or generating equipment or other power accessories. Also by generators, power lines, power supplies, motors, transformers, welding machines, magnetic tables on surface grinders, magnetic chucks, degaussers, solenoids, etc.

Since 1956, many military and commercial tape users successfully avoid such unpleasant surprises. Their solution is shipping and storing valuable tapes in sturdy NETIC Tape Data Preservers.

Data remains clear, distinct and distortion-free in NETIC Preservers. Original recorded fidelity is permanently maintained.

Don't take chances with *your* valuable magnetic tapes. Keep them *permanently clear* and *distinct* for *every* year of their useful life in dependable NETIC Preservers. Can be supplied in virtually any size and shape to your requirement. Write for further details today.

For complete, distortion-free protection of valuable tapes during transportation or storage. Single or multiple containers available in many convenient sizes or shapes.

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under the Administrative Procedures Act.

He said the proposed new bill gives agencies a "precise standard for determining what must be made public and what may be kept confidential" by eliminating "present vague language" and "generalized phrases" such as: "1. any function . . . requiring secrecy in the public interest; 2. any matter relating solely to the internal management of an agency; 3. required for good cause to be held confidential; 4. matters of official record; 5. persons properly and directly concerned; 6. information held confidential for good cause shown."

The new bill's language for exceptions: ". . . matter which is (1) specifically exempt from disclosures by statute, (2) required to be kept secret in the protection of the national security, (3) submitted in confidence pursuant to statute or published rule, or (4) of such a nature that disclosure would be a clearly unwarranted invasion of personal privacy. . . ."

FCC NOW HAS 'SILVER BOOK'

25th report cites industry's progress

Complete with a silver cover and historical summaries, the 25th annual report of the FCC for the fiscal year ending June 30, 1959, was issued yesterday (Jan. 10) by the Commission. It cited the year's "continued advances in and utilization of electronic communication which served to reemphasize the U.S. world leadership in telecommunication." A special "anniversary greeting" by FCC Chairman John C. Doerfer prefaced the report (see separate story).

In FCC's quarter century, these "major events" were noted:

• Radio authorizations have multiplied by nearly that number of years—from slightly more than 100,000 at the end of FCC's first year to nearly 2.5 million today.

• Radio stations of all kinds have jumped from 51,000 to more than 507,000 and represent the use now of about 1.8 million transmitters.

• Broadcast stations have increased from 600 stations (all am) in 1934 to more than 10,000 today, of which 3,500 are am, more than 970 are tv (including translators) and more than 930 are fm. Remote pickup and other auxiliary stations account for about 4,700.

• Number of broadcast receivers has soared from 18.5 million to more than 200 million (150 million radios and 50 million tv sets). Almost two-thirds of the world's total are in the U.S., which now has more sets than people and almost three times as many sets as automobiles.

• The usable radio spectrum has been extended from 300 to 30,000 mc, but there's still an acute "housing shortage" in the popular parts of the spectrum for the 65 categories of services using radio for a myriad of purposes.

• The mushrooming of transmitters and increasing use of electronic devices have resulted in growing interference problems. From less than 3,800 cases in 1934, the number of interference complaints requiring FCC field investigation now exceeds 24,000 annually, not counting routine cases handled by local and regional cooperating industry groups formed to curb interference conditions.

In his letter of transmittal of the report to Congress, Chairman Doerfer highlighted a special chapter on "Litigation and Legislation" and invited the attention of Congress to the Commission's legislative proposals which would help resolve some of the major problems facing the Commission.

Specifically, Chmn. Doerfer said, FCC "requests legislation to clarify and liberalize its authority over tv 'boosters'; certain authority with respect to community antenna tv systems; also common carrier microwave relay of chain broadcasting programs; elimination of the prehearing notice now required before an application can be designated for hearing; enable it to combat mounting minor violations by the imposition of small fines; correct certain omissions in the Communications Act concerning *ex parte* presentations; permit the Commission to make more use of its review staff; eliminate the present requirement of oaths on routine forms; and give its investigators the same federal law protection now afforded those in other government agencies."

During fiscal 1959, the report said, FCC was a party to or participated in 122 federal court cases. At the year's end, there were 50 cases pending in the Courts of Appeal and one in the Supreme Court. In the 86th Congress more than 250 bills and resolutions were offered affecting FCC directly or indirectly, the report said.

"Never before has so much of the Commission's time and attention been required by litigation and legislative matters," the report said. It noted: "Court actions have necessitated new and additional time-consuming procedures and congressional considerations have resulted in an unprecedented number of comments on proposed legislation, personal appearances before various committees and subcommittees, and special studies and reports to answer specific questions from congressional groups."

A portion of the broadcast chapter explained FCC's regulatory position with respect to programs, noting that a popular misconception that FCC has jurisdiction over individual programs is indicated by letters of complaint the Commission receives.

The report said a special monitoring survey disclosed "a considerable number of daytime broadcast stations in violation of the required sign-on and sign-off times." In its field inspection of station technical facilities, conducted on a "sampling" basis, FCC reported "many of the deficiencies observed were attributable to lack of technical supervision by the stations."

The report also featured a history of early wire and radio regulation leading up to the Communications Act of 1934 which established the FCC, as well as "FCC log highlights," comprising the significant regulation decisions and proceedings during the years since 1934. It also outlines major electrical communication milestones, such as the early experiments in television, and summarizes FCC's World War II activities.

The silver cover? It didn't come easy. Government Printing Office regulations prohibit such unusual adornment of annual reports. The Commission won its anniversary color in special dispensation obtained through long negotiation with the Joint Committee on Printing. Copies are obtainable from the Government Printing Office, Washington 25, D.C., for 65 cents.

KIMN pleads its house is now clean

KIMN Denver told FCC last week that revocation of its license for the brief airing last fall of off-color remarks by disc jockey Royce Johnson would constitute an excessive, unlawful penalty. KIMN asked that the revocation proceeding be vacated, explaining that the adverse publicity has caused serious injury (BROADCASTING, Dec. 7, Oct. 5, 1959).

KIMN claimed neither the Administrative Procedure Act nor the Communications Act gives FCC a lawful basis for proceeding with the revocation hearing since the isolated incidents were unknown to management, did not constitute a willful act by management and steps were immediately taken by management to correct the situation (by discharging the disc jockey, setting up guards against any future incidents and later making other staff changes).

KIMN said Sec. 9(b) of the Adminis-

trative Procedure Act, except in case of willfulness, prohibits revocation proceedings where objectionable conduct has been corrected. The station also claims the broadcasts did not constitute conditions justifying a revocation of license under Sec. 312(a)(2) of the Communications Act. "It is manifest that the broadcasts in question, having occurred during the term of the license, were not 'conditions' existing when it was granted which would have militated against grant if known to the Commission," KIMN said.

Nor would Sec. 312(a)(3) of the Act apply, it said. "Licenses require operation in accordance with specified terms," KIMN observed, "and licensees are, of course, also required to comply with the Act and with the Rules of the Commission. But this does not mean that a license is violated if the licensee fails to observe some unstated standard which the Commission has never seen fit to embody in a rule or include in the license. True, operation in the 'public interest' is required, but it would comport neither with due process nor fair play to determine retroactively that particular conduct was not in the 'public interest' and, therefore, violated a license."

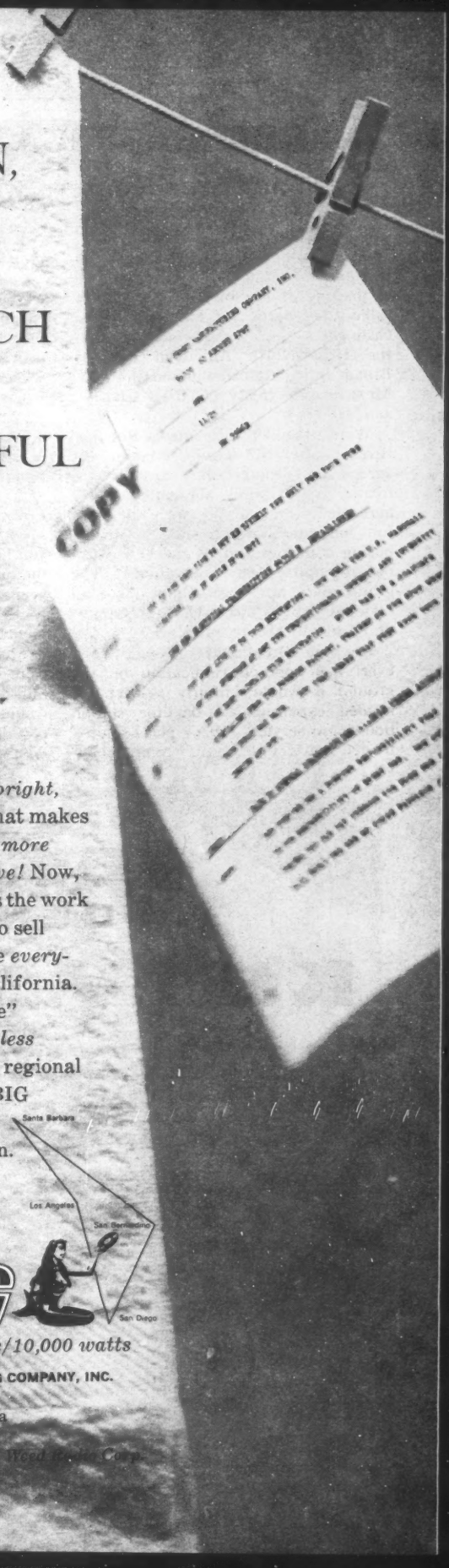
Here, KIMN continued, "the conduct violated neither law nor rule, yet the Commission is proposing to revoke respondent's license if it determines after the fact that the conduct was not 'in the public interest'."

KIMN reminded FCC it has not engaged in a systematic or willful disregard of the Commission rules or policy. "At worst it has been negligent briefly in its supervision of personnel and made an honest error in selection of one disc jockey who came to the station with an apparently good record." KIMN said it "may merit a reprimand; at worst its conduct may merit a cease and desist order, but a revocation proceeding looks toward a sanction wholly disproportionate to the circumstances."

The Denver station said it "appreciates the Commission's increasing concern with programming and will welcome programming standards which will guide its actions (and restrain excessive conduct of others). Surely, the road to raising programming standards lies along this path and not through making a horrible example of a station which erred on a few occasions without the knowledge or consent of management."

The KIMN petition observed that the original complaint was filed by competitor KICN Denver and claimed KICN distorted and greatly overstated the KIMN off-color incidents, widely circulation this to advertisers and agencies. KIMN said it was ironic that KICN "repeatedly" had tried to employ the disc jockey involved.

A CLEAN, fresh APPROACH TO SUCCESSFUL RADIO SELLING



FRESH AIR... *bright, clean programming* that makes all your precious copy *more dazzling, more effective!* Now, one spot on KBIG does the work of several elsewhere to sell a convincible audience *everywhere* in Southern California. And a KBIG "package" costs an average *71% less* than other big-signal, regional stations. Call your KBIG or Weed rep for a 10-minute demonstration. It's impressive!

KBIG

Radio Catalina 740kc/10,000 watts

JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Boulevard
Los Angeles 28, California
HOllywood 3-3205
National Representative: Weed Radio Corp.

NARBA RATIFICATION URGED

Regional Broadcasters want Senate action

Expressing "deep concern" over erosion of regional broadcast station coverage, a group of regional station representatives met in Washington last week at the call of Payson Hall, director of radio-tv properties of Meredith Broadcasting, to spur Senate ratification of the 1950 North American Regional Broadcasting Agreement and the 1957 Mexican-U.S. treaty (CLOSED CIRCUIT, Jan. 4).

Working under the name of Regional Broadcasters, the group unanimously agreed that Senate failure to ratify the treaties would imply abrogation of the agreements and would open the door for "unlimited broadcasting by neighboring countries and by the U.S. without discipline. or reservation." The group plans an "urgent appeal" to all regional stations in the U.S. for support of efforts to secure ratification.

Daytime Broadcasters Assn., however, has opposed ratification on the ground it would unfairly restrict the needed expansion of daytime station hours and service. DBA's pleas for extended hours and 6 a.m.-6 p.m. operation in the winter have been denied twice by FCC. DBA now seeks Congressional relief (AT DEADLINE, Sept. 14, 1959).

Separate Pact • The extended hours for daytimers, for the most part, are prohibited by Article II B of the Mexican agreement. The separate pact with Mexico ensued when that country refused to sign the NARBA pact. Other signatories to NARBA besides the U.S. are Canada, Cuba, Dominican Republic, Bahama Islands and Jamaica. The treaties set up guarantees that one country will not interfere with the internal broadcasts of another country and reserve 25 clear channels for U.S. use and lesser numbers of clear channels for the others. All countries until now have been operating under the terms of the pacts through a "gentlemen's agreement."

Meeting with Mr. Hall last week were Clair McCollough, Steinman Stations; George Comte, WTMJ Milwaukee; Earl Gammons, Washington consultant, Storer Broadcasting Co.; Andrew Haley, Meredith counsel; Tom Murphy, WROW Albany, N.Y.; J. Leonard Reinsch, Cox Stations (WHIO Dayton, Ohio); Jim Rogers, KFSD San Diego, Calif., and Hoyt Wooten, WREC Memphis.

The problem of particular concern to the group was the failure of the *ad hoc* subcommittee of the Senate Foreign Relations Committee to recommend favorable action on ratification of the two treaties. The subcommittee, following a one-day hearing last summer, issued an interim report on operation of daytime stations and tabled the two treaties (BROADCASTING, Aug. 31, 1959). Comments on the interim report are expected to be submitted to the subcommittee by the FCC and the State Dept. at the end of this week. Further public hearing may be called shortly, if earlier plans are followed.

Morse Report • The subcommittee, headed by Sen. Wayne Morse (D-Ore.), said in the report that the hours of daytime stations should be based principally on domestic, rather than international considerations. The report said the subcommittee considered these four courses of action: (1) Approve the treaties without reservation; (2) ratify with directions that, if FCC grants the daytimers' request, further negotiations be held with Mexico to clear the action; (3) void Article II B of the Mexican pact if either country grants extended hours to stations operating on the other nation's clear channels, or (4) ratify with reservation that the U.S. has the right to increase daytime hours.

Serving with Chairman Morse on the subcommittee are Sens. Frank Church (D-Idaho), Frank J. Lausche (D-Ohio), George D. Aiken (R-Vt.) and Frank Carlson (R-Kan.).

Mr. Hall, in warning that the prolonged delay in action to ratify the pacts is tantamount to rejection, said it is entirely possible that through failure of U.S. ratification Cuba, for example, might consider it has been accorded the freedom to exercise its sovereign right to broadcast with any power on any frequency, to the detriment of all U.S. broadcasting. This points up why the stakes are so high to all broadcasters and the public, as well as regional stations, he said.

Gov. Brown boycotted

California Gov. Edmund G. Brown got caught in the middle of the running feud between Los Angeles broadcast and newspaper reporters over whether news conferences should be joint or separate for the print and air media. Like New York Gov. Nelson Rocke-

yes, NO. 1
in DENVER
KBTV a CHANNEL 9
*13 of the Top Twenty programs are on KBTV!
Greatest share of audience from 3 P.M. to sign off!
Greatest number of homes reached from 3 P.M. to sign off!
The figures are in. They prove that great ABC-Television Network shows, powerful local programs, combine with KBTV's "Perpetual Promotion" to place Channel 9 in undisputed first place with Denver TV viewers.
HOW CAN YOU COVER THE DENVER MARKET WITHOUT KBTV?
* Nielsen Station Index for Denver November, 1959.
SEAL OF GOOD PRACTICE
KBTV THE FAMILY STATION / CHANNEL 9
Denver, Colorado
JOHN C. MULLINS, President
JOE HEROLD Station Manager
Call your P G W Colonel

Mad Russians

A Washington radio station has come to the aid of a group of disgruntled Russian composers after an appearance by Leonard Bernstein before the National Press Club in Washington, Oct. 13, 1959, suddenly flared into an international musical crisis. During the traditional question-and-answer session, Mr. Bernstein, who had just returned from a highly successful tour of Russia with the New York Philharmonic-Symphony, was asked for his comments on modern Russian music. His critical remarks received scant attention here in the United States. But they did attract the attention of the Russians.

One of them, Dmitri Kabalevsky, wrote to composer Nicolas Slonimsky in Boston for the exact words of Mr. Bernstein's comments. Totally unaware of the speech, Mr. Slonimsky contacted the Library of Congress for help. The Library, in turn, contacted WGMS, "Washington's Good Music Station," which had recorded the luncheon session. WGMS provided a duplicate recording of Mr. Bernstein's criticisms. Now the Russians have their transcript, and the musical cold war is in full swing.

feller last fall, Gov. Brown on Jan. 6 attempted to hold a news session for the pen-and-pencil reporters, with cameras and microphones barred, followed by a rerun for the electronic media. And, like Gov. Rockefeller, he listened to some heated argument, then watched the backs of the broadcasters as they took their equipment from the room. Only KCOP (TV) stayed on, to film an interview with Gov. Brown following his meeting with the newspapermen.

The Los Angeles Publicity Club was jocularly accused of fomenting last week's flareup in the continuing print-vs-air media battle to boost attendance at the Club's dinner meeting today (Jan. 11) at the Hollywood Roosevelt Hotel, when the program will feature a debate on the topic: "Should News Conferences be Separate or Joint?"

Answering newspaper charges that tv and radio crews "boycotted" Gov. Brown's news conference, John Thompson, manager of NBC News' Pacific Div., said: "When we are invited to a news conference we feel will produce genuine news, we take along television's best tool—the sound camera—feeling that the public is best informed which sees and hears the news unfold before

COMMENDED
BY THE CONSUMER SERVICE BUREAU OF
PARENTS' MAGAZINE
AS ADVERTISED THEREIN
TESTED for families with children and awarded this seal
COMMENDED PARENTS' MAGAZINE
Replacement or money back GUARANTEED if not as advertised in PARENTS' MAGAZINE
The claims made in this advertisement have been VERIFIED and awarded this seal
COMMENDED PARENTS' MAGAZINE

The use of any of the above in your TV commercials or in your other advertising will very definitely **INCREASE CONFIDENCE IN YOUR PRODUCT**

Inquire now. PARENTS' MAGAZINE, 52 Vanderbilt Ave., N. Y., 6 N. Michigan Ave., Chicago, Ill. • Atlanta • Boston • Los Angeles • San Francisco

it. If the news subject refuses to allow the actual news conference to be filmed and asks instead we televise a second 'canned' appearance, we have no recourse but to turn off our cameras since our primary objective—news as it happens—is frustrated.

"But," Mr. Thompson emphasized, "NBC does not boycott the conference. Those who reported that we walked out on Gov. Brown were in serious error. Our reporter stayed on the scene with the same equipment used by the newspapers—pencil and paper—and a full account of the governor's remarks was carried on both our newscasts" that evening.

ARB's 'sweep' survey

American Research Bureau has signed CBS-TV and ABC-TV and expects NBC-TV to sign for ARB's 1960 coverage study that is slated to be out in May. Study will measure all tv reception in continental U.S., Alaska and Hawaii in "semi-annual sweeps." First such sweep in November surveyed more than 125,000 homes, covering every U.S. county. Another 125,000 homes will be surveyed in March at time of U.S. census-taking to permit viewing statistics based on set count to be correlated. All tv stations will be reported.

Voice judges

Names of the 13 prominent Americans who will pick the top national winner in the Voice of Democracy contest were announced Jan. 7 by NAB. The winner will be announced at the annual awards luncheon to be held Feb. 24 at the Statler Hilton Hotel, Washington. The 51 state-District of Columbia winners will be given trips to Washington. NAB, Electronic Industries Assn., state broadcaster groups and Veterans of Foreign Wars sponsor the contest.

National judges are Rabbi Philip S. Bernstein, Rochester; Adm. Arleigh Burke, chief of naval operations; John Charles Daly, ABC vice president; John C. Doerfer, FCC chairman; Dr. Milton S. Eisenhower, president, Johns Hopkins U.; Comdr. Louis G. Feldman, commander-in-chief, Veterans of Foreign Wars; Judge William H. Hastie, U.S. Circuit Court of Appeals; Eric Johnston, president, Motion Picture Assn. of America; Chairman Warren G. Magnuson (D-Wash.), Senate Commerce Committee; George Meany, president, AFL-CIO; Mrs. Ivy Baker Priest, treasurer of the United States; James W. Rachels Jr., national winner, 1958-59 VOD contest; Sen. Alexander Wiley (R-Wis.)

Chicago etv budget up

The Chicago Educational Television Assn. has proposed a budget of $808,000 to operate its non-commercial WTTW (TV) for the new year.

Appearing on the CETA-licensed station, Dr. John W. Taylor, WTTW executive director, delivered a progress report to "citizen-stockholders." He claimed that over 750,000 viewers

Television robot

WKRC-TV Cincinnati is a television station that can virtually think for itself.

Automated broadcasting began in the new $2 million plant of WKRC-AM-FM-TV Jan. 4 and live programming is being done without camera crews. An electronic brain, similar to the Univac, stores and records instructions. The traffic director punches a total day's programming on an electric typewriter, the Flexowriter, which plays the information through tape readers to automatically perform switching operations and controls the use of live studio cameras, which are operated electronically from a master control room.

The inch-wide Flexowriter tape controls both audio and visual sources. Programs are timed by a device which has a maximum error of three seconds in three days, correctible at any time to Washington official time by means of automatic adjustment twice a minute by signal from Washington. The operation's tape "mind" has many hands to do the actual work—eight sound-on-film projectors, four 2x2 slide projectors (each with a capacity of 36 slides), two audio tape machines, two audio turntables, two live remote cameras and four live microphones, two in announcer booths and two in live studios.

WKRC executives spent three years working out the details for the automated plant with RCA officials. They feel that the operation reduces personnel necessary to prepare programs, commercials and events and talent necessary for live programming and announcing. This eliminates confusion and results in superior production as well as additional rehearsal time.

Before automation • Two cameramen and a floor director are required on the scene to put the show on the air. Headsets put them in contact with the director.

Nerve center • The tape reader at left feeds information into the data processing and storage section of automation equipment which in turn performs all switching operations.

After automation • Actors work before manless cameras. No floor director is needed since the cameras are operated by stick in the master control room.

watch WTTW programming each week and pointed out the budget represents an increase of $58,000 over that for 1959.

In recent years, WTTW has obtained about two-thirds of its revenue from programs supplied to the National Educational Tv & Radio Center, the Board of Education (for tv courses) and through independent recording facilities for advertising agencies and related allied groups. The public and various groups, including schools, churches and civic organizations, also have donated funds and services.

NAB Radio Board okays code changes

Amendments strengthening the NAB Standards of Good Practice for Radio Broadcasters have been approved by Radio Board by mail ballot, according to John F. Meagher, NAB radio vice president. The amendments were recommended Dec. 16 by the association's Standards of Good Practice Committee (text in Dec. 21, 1959, BROADCASTING).

The changes aim directly at payola and other deceptive practices, adding specific language to the document. The committee also recommended an amendment that would open the standards to non-NAB stations rather than confine subscription to members. It advised, too, that enforcement weapons be added to assure compliance by subscribers. These two proposed changes will be considered by the NAB Radio Board at its next meeting. No date has been set for a board meeting.

WICE seminar success

Encouraged by the response to its broadcast career seminar Dec. 29, WICE Providence plans to hold a seminar conclave annually (BROADCASTING, Jan. 4). FCC Comr. Frederick W. Ford addressed a packed house on career possibilities in the Commission; some 300 senior high school and college students had turned out in a near-blizzard to hear the speakers. The students were chosen by local speech and English teachers contacted by the station.

In addition to Comr. Ford's keynote speech, two panel discussions were held, both open to questions from the audience. The advertising panel featured John Tormey, vice president of Avery-Knodel, N.Y.; Frank Coulter Jr., media department, Young & Rubicam, N.Y.; William H. Monaghan, media director, John C. Dowd Inc., Boston; Joseph Finkle, president, Maxfield Co., Providence and Henry C. Hart Jr., vice president of Noyes & Co., Providence. The second panel featured WICE department heads discussing career opportunities in their respective areas.

AGAIN

WRAL-TV

proves its dominance in the Raleigh-Durham market

Day Part Station Shares
And Total Homes Reached
Durham-Raleigh-November, 1959

(Based on ¼ hr. homes reached by all stations)

Table 1. Metro Area

STATIONS	MONDAY THRU FRIDAY				SUNDAY THRU SATURDAY	
	Morning		Afternoon		Night	
	6 AM-9 AM	9 AM-Noon	Noon-3 PM	3 PM-6 PM	6 PM-9 PM	9 PM-Mid.
	%	%	%	%	%	%
WRAL-TV	53	46	53	52	51	45
STATION B	33	47	29	36	35	42
OTHERS	14	7	18	12	14	13

A. C. Nielsen Co. report

WRAL-TV

Raleigh, N. C.

CHANNEL 5 TOP POWER

NBC plus top programs from ABC

Represented by H-R Television, Inc.

Don't make the same mistake twice—

BUY NEGRO RADIO THIS TIME!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio.* It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One-Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Rounsaville Negro Markets . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Experience is the best teacher. Experience Rounsaville Radio—one of the oldest and largest in Negro Radio!

Personal Letter

Don't be misled that Negroes will buy anything. Negroes are intensely loyal to products in which they believe. One vital fact is that they *do believe* what they hear on their own radio. And with believability comes sales. So, no matter what your budget for these six important markets . . . a proper part MUST go to Negro radio or you're missing this market! Try Rounsaville Radio—you'll see!

ROBERT W. ROUNSAVILLE,
Owner - President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep.
DORA-CLAYTON, Southeastern Rep.

UP TV'S TASTE
But do it gradually, TIO's Hausman says

Television's usefulness is in its mass appeal of providing entertainment. Impair or change that function and you'll drive away its appeal.

In brief this was the stand enunciated by Louis Hausman, director of the Television Information Office, at a Radio & Television Executives Society luncheon last week in New York.

Television, Mr. Hausman asserted, must take the path between the extremes of giving the public only what it likes, or only what it doesn't like. These, he said, "are equally the refuge of the huckster and the ivory tower egghead. Each misreads the intelligence of the American public."

Gilbert Seldes, educator, author and critic who appeared at a timebuying and selling seminar with Mr. Hausman, pleaded for open discussion on the airwaves between panels made up of public representatives and broadcasters themselves. Instead of letting FCC or the broadcasters individually grope their way toward program standards as to what's in the public interest, Mr. Seldes advocated the public itself point the way toward how—and with what—they should be served.

A chief complaint of Mr. Seldes:

Fast recovery • A $30,000 pre-dawn fire which gutted the studio and transmitting facilities of WKLK Cloquet, Minn. on Dec. 21, (top picture) put the station off the air for only 72 hours, thanks to a WKLK salesman who recalled a trade magazine ad.

The feat of becoming "air borne" so swiftly after the catastrophe was due largely to WKLK salesman Dick DeFore. Mr. DeFore told an emergency meeting of the WKLK board of directors "that BROADCASTING had described a trailer which was a complete broadcasting station made by the Collins Radio Company in one of its ads." The board gave Stuart Howe, WKLK program director immediate approval to rent a $27,000 broadcast trailer "at once."

Within 24 hours after the fire, a truck raced the 40-ft. broadcast trailer from the Collins plant at Cedar Rapids, Iowa to Cloquet, 450 miles away (bottom picture).

WKLK resumed broadcasting the morning of Dec. 23, while listeners in the Cloquet area were informed by a sound truck of the station's progress in resuming its broadcast schedule. Nearby Duluth stations also kept listeners informed of WKLK's recovery attempt.

While admittedly "intelligent" programs are scheduled in an effort to improve quality and taste in tv, the standard or "average" tv fare continues to program at a "low level."

Mr. Hausman saw room for tv to contribute to an uplift in public taste but he cautioned that tv for millions is the principal "if not the only professional entertainment available—the one major, magic surcease from housework." In an "eagerness to uplift," he warned, "we would be doing the public a great wrong if we ever forget this."

By Inches • The upgrading must be a gradual process, said Mr. Hausman, expressing his thesis in these words:

"It seems clear that if American television is to upgrade the taste of an audience so incredibly large and still keep that audience involved and in love with the medium, it must do so intelligently and by degrees, moving this great number of people literally inch by inch without cheating them out of what they came to television for in the first place."

He took note of national critics citing several programs in prime time this season as meeting high standards, commenting a great part of this programming had been planned by broadcasters many months ago and not as an expediency to forestall a bad press sparked by quiz irregularities.

Despite these and other efforts by networks and stations at improving programs, Mr. Hausman doubted that tv could ever "completely satisfy every special interest group" but found it desirable that tv continue to pressure itself to "see how much more can be done." He reminded tv's critics, however, that upgrading "must be a slow process subject to the ever-present realities of maintaining the medium as a source of interest for all Americans."

Expose, Not Teach • Mr. Hausman thought a *Hamlet*, an *Amahl and the Night Visitors* or a telecast of the Moiseyev dancers would be more valuable than a six-month tv seminar on the Elizabethan theatre, on history of opera in America, or on "Russian folk dancing as a reflection of the Slavic spirit." Observed Mr. Hausman: "As Gen. [David] Sarnoff pointed out some years ago, the latter is 'narrowcasting' as opposed to broadcasting—a palpable misuse of a popular and limited-access medium."

Mr. Hausman reminded his audience that tv continues to provide the entertainment for which people invested more than $16 billion in tv sets and further justifies its usefulness by functioning as a popular medium reaching millions rather than hundreds or thousands and exposes them to "new experiences, new awareness of the world they live in [and to] new cultural values."

• Media reports

Legal action • KOMY Watsonville has filed a $100,000 damage suit against KDON Salinas, both California, charging false advertising trade libel and misuse of a Western Union survey. KOMY names Western Union and the John Pearson Co. as parties to the suit. The plaintiff accuses KDON of extracting all figures showing KOMY as the leading station in the Monterey area from a reproduction of the mid-September Western Union survey used for local and national sales presentations. KOMY further claims that a survey by the same company taken for that station a few weeks later showed it leading other area stations by an audience ratio of almost two to one.

Takes own path • WABC-FM New York, which heretofore has duplicated the programming of WABC-AM, beginning Jan. 18 will program independently from 6 p.m. to midnight. The station cites research showing that 56.5% of homes in the New York metropolitan area have fm sets and that 60% of these homes tune in fm after 6 p.m.

• Rep. appointments

• KBUZ Mesa (Phoenix) Ariz.: Broadcast Time Sales, N.Y. KBUZ is owned and managed by Sherwood R. Gordon.

• KISN Vancouver, Wash. (Portland, Ore.): Avery-Knodel Inc.

• KGGF Coffeyville, Kan.: John E. Pearson Co., N.Y.

• WWHG-AM-FM Hornell and WBNR Beacon, both New York: John E. Pearson Co.

• WEDR Birmingham, Ala., WMFJ Daytona Beach and WFEC Miami, both Florida, appoint Bernard I. Ochs Co., Atlanta, southeastern representative.

• WSWM (FM) East Lansing, Mich.: Walker-Rawalt Co., N.Y.

• KEEP Twin Falls, Idaho: B-N-B Time Sales as west coast representative; Grant Webb & Co. as midwest and east coast representative.

• WAYE Baltimore: Broadcast Time Sales, N.Y.

• WXLW Indianapolis: Robert E. Eastman & Co., N.Y.

• WJIM Lansing, Mich.: Jack Masla & Co., N.Y.

• KDOK Tyler, Tex.: Weed Radio Corp. as national representative.

RCA THESAURUS TURNED THE TOWN UPSIDE DOWN!

"Show me," they say in Missouri. RCA Thesaurus gladly showed them – radio station KGMO, that is – how to bring in plenty of new local business. Sales Manager Jack Kohrumel reports:

"Twenty sponsors extremely happy with 'Shop at the Store' campaign . . . sold a separate package over and above existing contracts . . . additional dollar volume over $5,000.00."

Thesaurus means good news in town after town. Like yours. Write today for all the details!

RCA THESAURUS

155 East 24th Street • New York 10, N. Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WINE-AM-FM Kenmore (Buffalo) N.Y.: Sold by John W. Kluge to McLendon Corp. for $280,000. McLendon Corp. (Gordon B. McLendon, president) owns KLIF Dallas, KTSA San Antonio, KILT Houston, KEEL Shreveport, WAKY Louisville and KABL San Francisco. Mr. Kluge is president-chairman of Metropolitan Broadcasting Corp. (WNEW-AM-FM-TV New York, WTTG [TV] Washington, KOVR [TV] Stockton [Calif.] WTVH [TV] Peoria [Ill.], WHK-AM-FM Cleveland and has been reported buying WTVP [TV] Decature [Ill.]. WINE is 1 kw daytimer on 1080 kc. WINE-FM operates on 103.3 mc with 4.6 kw.

• KPAM-AM-FM Portland, Ore.: Sold by Stanley Goard and group to Ken-Air Inc. for $200,000. Ken-Air is headed by William E. Boeing Jr., who also has interests in KIDO Boise, Idaho; KEDO Longview, Wash., and KETO (FM) Seattle, Wash. Transaction was handled by Edwin Tornberg & Co. KPAM is 5 kw daytimer on 1410 kc. KPAM operates on 97.1 mc with 33 kw.

• KPET Lamesa, Tex.: Sold to Thomas E. Conner and Robert E. Bradbury for $150,000 plus accounts receivable by Lamesa Broadcasting Co., R.O. Parker and others. Messrs. Connor and Bradbury are equal partners and also own equally KHEM Big Spring, Tex. KPFT is on 690 kc with 250 w, nighttime.

• WLMJ Jackson, Ohio: Sold by J. E. Willis to Dean Stuhlmueller (Dean Miller) for $60,000. Mr. Stuhlmueller is CBS master of ceremonies and is member of cast of *December Bride*. Mr. Willis continues to own WAZY Lafayette, Ind. Broker was R. C. Crisler & Co. WLMJ is 1 kw daytimer on 1280 kc.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 97).*

• WRRA (FM) Ithaca, WRRC (FM) Cherry Valley Township, WRRD (FM) De Ruyter Township, WRRE (FM) South Bristol Township, WRRL (FM) Weathersfield Township, all New York: Sold by Cooperative Grange League Federation Exchange Inc. to group which includes E. E. Erdman and Allan H. Treman for $438,000. Sale conditioned by Commission on Mr. Treman's relinquishment of his office as trustee of Cornell U., whose WHCU-AM-FM are also in Ithaca. The purchasing group also owns WOLF Syracuse and WTKO Ithaca. Mrs. Treman owns 16% of WTKO.

• WEEK Peoria, Ill: Sold by West Central Broadcasting Co. (Kerr-McGee Stations) to group headed by Herbert Laufman, vice president of R. Jack Scott Adv., Chicago for $150,000. WEEK is a 1 kw fulltimer on 1350 kc.

FAR WEST — **$340,000**

Profitable fulltimer—good frequency. Best facility in this famous market. Good real estate included. $100,000 cash and terms.

SOUTH — **$250,000**

Fulltime facility in a top fifty market. An unusual opportunity to get into a major market. 29% down and terms.

VIRGINIA — **$80,000**

Profitable daytimer in single station market. Valuable real estate. Good terms.

SOUTH — **$75,000**

Single station market. Kilowatt daytimer—excellent facility. Perfect for owner-operator with $20,000 cash.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D.C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

CBS FELLOWSHIPS
Applicants wanted for 4th competition

Competition for the fourth annual CBS Foundation News and Public Affairs Fellowships, gaining a reputation as the radio-tv counterpart of the Nieman Fellowships for newspapermen, is being announced today (Jan. 11).

The applicants must be actively employed in radio or tv news and public affairs work or college-level teachers of such courses and must have enough experience to demonstrate ability and promise. From them, eight judges will select the most promising to attend Columbia U., New York, for the academic year beginning next September.

They will receive grants, averaging about $8,000 apiece, to cover all university costs plus transportation, living and other necessary expenses for themselves and any family dependents during the nine months in New York.

The courses that may be chosen to study are not limited to any general field. After consultation with university representatives, they are chosen by each fellow according to his own particular interests and objectives. Foundation officials explain that "the courses chosen should be those which, in the opinion of the fellow and with the advice of a university representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses . . . might range across such varied fields as diplomatic history, economics, modern languages, far eastern affairs, political science, labor relations, nuclear science, etc."

Special Session, Too • In addition to customary university work, special bi-weekly seminars, dinners and other meetings at Columbia and at CBS are also a part of the program, so that participants can "find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television as media for news and public affairs programming."

Mat service catalogs tv props and sets

KARD-TV Wichita, Kan., has overhauled its entire set and prop department and developed it into a working sales asset, a "Tv Mat Service." Advertisers now order props and sets from a mat catalog.

The station's executive vice president and general manager, William J. Moyer, recalled the idea of an advertising mat service from his early newspaper experience. It took about eight months and $8,000 to reach the stage where the catalogs picturing commercial sets could be placed in the hands of local agencies, station salesman and the national representative.

The mat book contains production service costs and option arrangements for eight basic sets, arranged and pictured in about 150 different configurations. Actually, possible combinations are limitless. Sets and props available include furniture, flats, curtains, bric-a-brac, rear projection backgrounds, miscellaneous backdrops, outdoor settings and classic columns, pilasters and balustrades. Furnishings are in a variety of period and room arrangements. One section of the set-prop book also shows basic flats (paneled walls, bookcase walls, brick and stone walls, etc.) so that the advertiser can create his own set.

Service Charges • Costs to the advertiser range from nothing for simple sets to a maximum of $6.50 for three flats and set dressing. This is in addition to KARD-TV's regular live production charges of $15 per spot for one or two weekly, $10 for 3-5 weekly and $8.50 for 6-10.

The large set-prop book has been enthusiastically received by agencies and advertisers and has seen extensive use since its debut in the fall, Mr. Moyer says. Sales Director Don Sbarra and Charlie Hendrickson, local sales manager, find it an effective tool for breaking down resistance of advertisers new to tv. Production complaints are disappearing because of the precision which the mat service makes possible, they note.

To guarantee this precision, photographs and specifications from the file are mounted where flats and props are stored. While Mr. Moyer together with Dave Schneider, program director, and artist Fred Van Soest were engaged in the massive mat service job, they took the opportunity to standardize flat sizes to 8x10 ft., refining the attachment method to a nut-bolt system that has eliminated "the usual hammering, sawing, kicking and general improvisation connected with creating a set." Special bin storage with conveyor line rollers and rubber-tired carts also were added. Most of the arrangements incorporate plastic props developed by NBC and all are finished for compatible color tv.

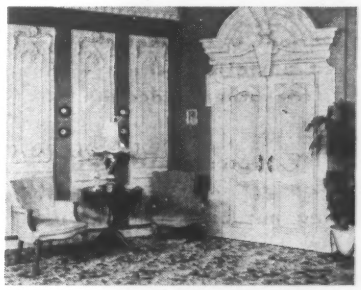
Cost breakdown for the tv mat service (not including new curtains and two sets of track for curtains and signs):

Plastics, lumber, paint	$3,085
Labor	1,355
Production facilities, bins, etc.	1,808
Set accessories, furniture, rugs, pictures, etc.	1,782
Total	$8,030

The mat file is expandable and KARD-TV plans to augment its set collection each year as space and facilities permit.

TWO-FLAT OFFICE SET

THREE-FLAT LIBRARY SET



TWO-FLAT FOYER SET

Plastic panels, bookcases and windows combine in units for ease of set construction from catalog

The Foundation invited applications from news and public affairs staff employes of CBS News, CBS-owned radio and tv stations, independently owned stations affiliated with CBS or CBS-TV, non-commercial educational stations, and teachers of news and public affairs techniques in colleges and universities. The applications must be postmarked no later than Feb. 29.

Each applicant must submit a signed statement by his employer promising the return of his job or an equivalent job at the end of the fellowship year.

In the first three years, almost 300 completed applications were submitted, from which 24 applicants—eight each year—were awarded fellowships as showing promise of "greater development" and as seeming "most likely to benefit from the study year provided."

Current Fellows • The fellows for the current year are Roger O. Grimsby, news editor, KMOX-TV St. Louis; Marvin L. Kalb, reporter-contact, CBS News, New York; Barry R. Nemcoff, news editor, WCAU-TV Philadelphia; Charles V. North, news director and announcer, KGGM-AM-TV Albuquerque, N.M.; Charles R. Reeves, news director, WWVA Wheeling, W. Va.; Jack D. Summerfield, assistant general manager, WGBH-FM Cambridge, Mass.; John A.G. Tiffin, cameraman, CBS News, London, and James L. Wood, newsman, WSBT-AM-TV South Bend, Ind. During the three-year period, 16 states plus Germany, Hong Kong and London have been represented among the fellowships.

The 1960-61 selecting committee consists of Producer Fred W. Friendly (substituting for Edward R. Murrow, now on a year's leave); Joseph E. Johnson, president, Carnegie Endowment for International Peace; Byron Price, former executive news editor of Associated Press and United Nations assistant secretary-general; Dr. John A. Krout, Columbia U. vice president; Dr. Lawton P.G. Peckham, dean of graduate faculties at Columbia and Sig Mickelson, president of CBS News.

Requests for application forms and other information should be addressed to William C. Ackerman, executive director, CBS Foundation, 485 Madison Ave., New York 22.

STEP UP TO KJEO-TV RESULTS

KJEO-TV—ABC for Fresno, California's $600,000,000 market—stepped up its metropolitan Nielsen rating a full 10% in its December 1959 survey over the corresponding 1958 period. 32% of the audience 6 to 9 p.m.—33% of the audience 9 p.m. to midnight.

In contrast, one of the other two stations in the market showed a static position with 1958, the other a decline.

Your HR representative will help you get your share of the stepping out and stepping up TV buy for 1960—KJEO-TV, Channel 47, Fresno.

KJEO channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

CRYSTAL BALLING THE INDUSTRY

NARDA meet offers technical predictions

Toll tv by air will become a full-scale commercial reality and color television a "real business" within a few years, Joseph Wright, president of Zenith Radio Corp., predicted last week.

"Before the 1960's are over, these will be among the three or four major developments" in television, he prophesied. "With all the millions the industry is spending on research in color, I am sure there will be developments in the next few years which will simplify and improve both color receivers and color transmission quality, and help to make color a real business. Another major development will be subscription television . . ."

Addressing the National Appliance & Radio-TV Dealers Assn. Convention in Chicago, he reported Zenith is "actively engaged in going forward with the plans and arrangements for such an operation of air-borne subscription tv, and you can look forward to full-scale commercial operations within the next five years." The FCC last year authorized application for tests of toll tv.

Among other speakers at the NARDA parley were James M. Skinner Jr., president of Philco Corp.; Charles T. Lipscomb Jr., president of the American Newspaper Publishers Assn.'s Bureau of Advertising, and Chris J. Witting, vice president in charge of consumer products, Westinghouse Electric Corp.

Mr. Skinner told NARDA delegates that while electronics ranked sixth among American industries in 1959 selling $8.5 billion worth of goods, factory, wholesale and retail levels "have not done as good a job as we might have in creating public respect for our accomplishments." Electronics products do "not seem to carry the prestige or public esteem associated with many other lines of products," including the automotive field.

Among technical developments, Mr. Skinner cited the increase in tv picture size at less money, "great advances" in fm radio performance and the emergence of light-weight, compact transistor portables. Discussing servicing operations, he asked:

"Do we have nearly as much trouble —really—with our tv sets whose tubes wear out with use just as automobile tires and whose internal mechanism is far more sophisticated than that of our automobile?"

Mr. Lipscomb declared that "without advertising our economic machine would break down. There is no doubt in my mind that advertising is the one most responsible for our high standard of living. And this fact is crucial to the appliance business . . . [it] stimulates competition." He noted that "today we can produce everything we need and anything that our 180 millon people want. Today our big job is not production but selling."

Discussing media, Mr. Lipscomb claimed the daily newspaper this past year "has demonstrated dramatically that it is the only medium able to offer advertisers total marketing help." He alluded to ANPA's "total selling" theme and program. He claimed that seasonal events under the program "provide excellent opportunities for tie-in advertising by appliance, radio and television dealers."

Electronic imports up as U.S. exports drop

Electronic imports into the United States totaled $48.8 million for the first nine months of 1959, over 2½ times those of the same 1958 period, according to the Dept. of Commerce. Imports of radio apparatus and parts have risen from $3.4 million in 1955 to $28.2 million in 1958 and $43.3 million in the first nine months of 1959, due mainly to radio receiver shipments from Japan. Other main suppliers are West Germany, the United Kingdom and the Netherlands.

U.S. exports of electronic equipment totaled $261 million in the first nine months of 1959 compared to $274 million in the same 1958 period. Electronic computers and test equipment are not included in export data. Tv receiver exports totaled $14.9 million in the 1959 nine-month period compared to $15.9 million in the same 1958 months. Radio receiver exports totaled $4.8 million in nine months of 1959 and $5.4 million in the 1958 period.

Tv set production, sales keep growing

Television set production and sales continued upward in November and for the first eleven months of 1959, compared with the same periods in 1958, Electronic Industries Assn. reported last week. However there was some falling off in tv production and sales in November over October 1959. In radio, there was a drop in production, but an

increase in sales in November 1959 over November 1958.

Here is how November, and January-November tv and radio production and sales shaped up:

Period	Tv Production	Radio
November 1959	560,770	1,346,079
November 1958	437,772	1,438,061
Jan.-Nov. 1959	5,756,210	14,069,049
Jan.-Nov. 1959	4,505,578	10,342,833
	Sales	
November 1959	598,070	1,016,634
November 1958	499,038	931,355
Jan.-Nov. 1959	5,046,971	7,142,424
Jan.Nov. 1958	4,490,568	6,172,984

Notes: The November 1959 television production figures include 46,544 receivers capable of receiving uhf, compared to 34,822 in same 1958 month. Cumulative uhf output for first eleven 1959 months totaled 387,524, compared with 388,802 such sets for same period in 1958. November 1959 radio production included 290,815 automobile sets compared with 476,977 such receivers in the same month of 1958, and 50,131 fm radios compared with 68,161 in same month in 1958. Radio sales do not include auto sets.

• Technical topics

New vtr installations • A total of 561 Ampex tv tape recorders have now been installed at tv stations and other organizations in the U.S. and abroad, Ampex reported last week. Most recent installations were: KXTV (TV) Sacramento, Calif.; WPTV (TV) Palm Beach, Fla.; KHVH-TV Honolulu; WEHT (TV) Evansville, Ind.; WANE-TV Ft. Wayne, Ind.; KVTV (TV) Sioux City, Iowa; KGGM-TV Albuquerque, N.M.; KXJB-TV Fargo-Valley City, N.D.; WKBN-TV Youngstown, Ohio; KCPX-TV Salt Lake City; WRVA-TV Richmond, Va.; KREM-TV Spokane; WHTN-TV Huntington, W. Va.; General Electric Co., Philadelphia; U. of Alabama, and the U.S. Government.

Jack panels • Nems-Clarke Co. (division of Vitro Corp. of America), Silver Spring, Md., has added these models to its line of video and RF jack panel equipment and components: Type 925 jack has a new connector plus heavily silver-plated surfaces protected with a gold flash; Type 921 jack panel is made of aluminum, it's 19 inches wide and only 1¾ inches high with provision for 12 Type 925 jacks; Type 928 panel is similar to 921 but provides for 24 jacks; Type 929 panel provides for 48 jacks.

Small but rugged • Stancil-Hoffman Corp., Hollywood, manufactures a self-contained 13-pound recorder called Minitape, which will debut at the Winter Olympic Games in Squaw Valley, Calif., in February. The water-tight, weather-proofed recorders have automatic volume control and are operated by a single push button with the lid closed. Fifteen correspondents are slated to utilize the Minitape for on-the-spot coverage. It uses standard 7½ inch tape which may also be reproduced on other professional equipment. Its five-inch reels furnish 30 minutes of recording time. The Minitape's sealed batteries are claimed to have a capacity of more than three hours before recharging and they may be charged by an automatic charger or from cigar lighter sockets of 12-volt automobiles.

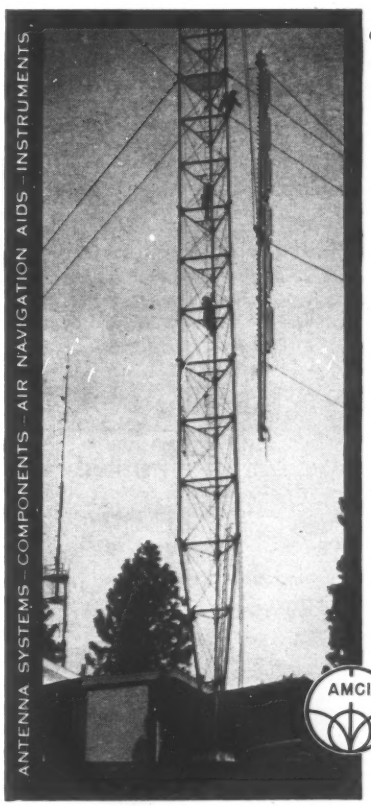
Tooling for tape • Reeves Soundcraft Corp., Danbury, Conn., begins full production of commercial video tape this quarter, Frank B. Rogers Jr., executive vice president, has announced. Installation of a $65,000 RCA tv recorder is the last step in preparation for Soundcraft tv tape production, he said. Soundcraft expects a good share of a market it estimates will reach more than $10 million in two or three years.

Zenith earnings up • Record earnings and sales were established by Zenith Radio Corp. in 1959. Sales exceeded $250 million and should increase another 20% in 1960, President Joseph Wright reported. Figures for 1959 will best a previous sales record of $195,041,624 and net income high of $12,116,165 for 1958, he added. Zenith earned $9,319,921 (or $3.15 per share) on sales of $175,900,000 for the first nine months of 1959 and fourth quarter volume was the highest of any three-month period in Zenith's history.

Closed shop • Lambda-Pacific Engineering Plant is closing down its Van Nuys, Calif., operation, according to Kenneth Peterson, general manager. A group of key employes will move to Jackson, Mich., home city of L-P's Mechanical Products Inc., major manufacturer of circuit breakers for aircraft. Mr. Peterson expects his division to be in order at its new headquarters by March 1. It will produce microwave equipment chiefly for industrial rather than broadcast use now that allocations of frequencies for industrial use have been made.

Tape terms • Minnesota Mining & Mfg. Co. has re-issued its glossary of high fidelity and tape recording terms in a revised format. Technical, semi-technical and slang words peculiar to hi fi and tape usage are defined in the four-page glossary which is free upon request. Write Dept. E9-520, 900 Bush Ave., St. Paul, Minn.

New RCA quarters • A new 13-story building under construction in Washington has been named the RCA Bldg. following RCA's signing of a $2.5 million lease. Most of RCA's Washington operations will be consolidated in the building at 1725 K St., NW., and will occupy some 40,000 sq. ft. Approximately 275 RCA employes will be located there.



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- Directional TV Transmitting Antennas
- Tower-mounted TV Transmitting Antennas
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- Diplexers
- Coaxial Switches

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ALFORD *Manufacturing Company*

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Broadcast Advertising

MR. BANKART

• HENRY R. BANKART, HENRY A. HAINES and WILLARD J. HEGGEN, all vps and directors of Compton Advertising, N.Y., named senior vps. Mr. Bankart joined agency in 1945, was elected vp in 1952 and director in 1956. He is management supervisor on Duncan Hines account. Mr. Haines, with Compton since 1953, is treasurer and chief legal and fiscal officer. He previously was in commercial loan field with New York Trust Co. and Chemical Bank and Trust. Mr. Heggen is supervisor of American Can Co., American Mutual, New York Life and Phelps Dodge accounts. He formerly was with BBDO, N.Y., as pr manager and later was editor for UPI Radio News Dept.

MR. HAINES

MR. HEGGEN

• WILLIAM L. BALLARD, BRANTZ M. BRYAN and JAMES R. KAVANAGH, all account executives on Colgate-Palmolive at Ted Bates & Co., N.Y., elected vps. Mr. Ballard, who joined agency early in 1959, was formerly vp and director of marketing services at John W. Shaw, Chicago. Messrs. Bryan and Kavanagh joined Bates in 1957 and 1950, respectively.

• LEN CAREY, formerly vp and board member of BBDO, N.Y., to C.J. La Roche, that city, as executive vp.

• RICHARD MERCER and HAROLD LONGMAN, radio-tv copy supervisors, and E.E. NORRIS, account group head, elected vps of BBDO, N.Y. Mr. Mercer, who joined agency in 1949, has served as copywriter on Lucky Strike, De Soto and Armstrong Cork accounts. Mr. Longman, with BBDO for past five years, has served on General Mills, du Pont and Coty accounts. Mr. Norris, who joined agency earlier this month, formerly was vp and director of advertising and sales promotion, Calvert Distillers Co., N.Y.

• JOHN EGAN, formerly vp and tv director at Compton Adv., N.Y., to Doyle Dane Bernbach, that city, as director of radio-tv programming. Mr. Egan had been with Compton for nine years.

MR. EGAN

• EUGENE J. HAMEROFF, president and treasurer of Hameroff Adv., Columbus, Ohio, re-elected along with JAMES G. SMITH, executive vp and secretary. ROBERT C. WHEELER, account supervisor, named vp. JEROME C. NOACK appointed radio and tv director.

• ROY F. GORSKI and EARL W. SCHULTZ, elected vps of Cunningham & Walsh, N.Y. Mr. Gorski is account supervisor on American Cyanamid and Mosler Safe Co. accounts. He joined agency in 1956. Mr. Schultz is senior account executive on Texaco Inc.

• WILBUR N. DAVIDSON, formerly vp of Gordon & Hempstead Inc., Chicago advertising agency, resigns to form own firm, W.N. Davidson Adv. Location is 612 North Michigan Ave., Chicago.

• HENRY M. CALDERA, associate research director and research department manager at Lennen & Newell, N.Y., named vp. Mr. Caldera joined L&N in 1953 as research account supervisor, and prior to that was marketing research supervisor at William Esty Co.

• G. TAYLOR URQUART, formerly with BBDO, Pittsburgh, to Reuter & Bragdon, that city, as vp.

• HAL E. SHORT, formerly pr director in 1952 Eisenhower presidential campaign, appointed pr director of Republican National Committee, succeeding WILLIAM STRAND who resigned. Mr. Short previously headed own advertising and pr agency in Portland, Ore.

• JOHN PARKINSON appointed pr director of Fuller & Smith & Ross, L.A., succeeding KEN DOWNS, who joins Mobile Oil Co. as western news director for special promotions.

• DOROTHY B. STAFF, formerly with Lennen & Newell, Hollywood, appointed media director of Grant Adv., that city.

• W.R. HEVELL JR. appointed vp and creative director of Waltjen Assoc., Baltimore advertising and merchandising agency.

• CLETE HANEY, formerly vp and account supervisor with Bozell & Jacobs Inc., Omaha, Neb., advertising agency, appointed vp and advertising director of Skinner Manufacturing Co. (macaroni products), that city.

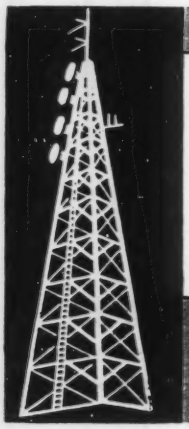
• GERALD T. LYNN, account executive with Harshe-Rotman Inc., pr firm, Chicago office, appointed vp.

• GEORGE STADTMULLER, formerly general credit manager, CBS, N.Y., to Product Services Inc., that city, as general manager and financial affairs director.

• ROBERT M. HILBERTS, formerly with brand promotion management staff at Procter & Gamble, Cincinnati, and WILLIAM M. DAMRON, formerly product manager, LePage's Div. of Johnson & Johnson, both to plans marketing department of N.W. Ayer & Son, Philadelphia. Other Ayer appointments: VINCENT E. HOFFMAN to art department; DONALD C. TUCKER to copy staff.

• VINCENT J. DARAIO, responsible for purchase of broadcast media at Hicks & Greist, N.Y., named account executive.

• MILTON L. PRICE, formerly brand manager (new products) for Helene



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DAVID JARET CORP.

Curtis, Chicago, to Mogul Williams & Saylor, N.Y., as account executive. MRS. JEANNE FISHER, formerly off-camera food editor for now-defunct *Home Show* (NBC-TV) to MW&S as director of home economics department, New York office.

• WILLIAM M. CAMPBELL, merchandising executive, appointed account executive on Carnation Co.'s Evaporated Milk Div. and RICHARD MAHONEY, account executive on evaporated milk, reassigned to Friskies Dog Food in similar capacity.

• GODFREY COBLINER, formerly research analyst at Benton & Bowles, N.Y., to Kenyon & Eckhart, that city, as project supervisor.

• NORMAN P. TATE, formerly head television art director for Foote, Cone & Belding, N.Y., to Henderson Adv., Greenville, S.C., in similar capacity.

• ANN SMITH, formerly radio-tv director of Ralph H. Jones Co., Cincinnati, to Farson, Huff & Northlich, that city, as media director.

• EUGENE V. HASSOLD, formerly executive art director at J.M. Hickerson Adv., to Geyer, Morey, Madden & Ballard, that city, as art director.

• JOSEPH W. BROWNE, senior director with WRC-TV Washington, to J. Gordon Manchester Adv., that city, as director of radio and tv, succeeding RICHARD T. WILLIAMS, named account executive.

• RICHARD C. EDSTROM, formerly associate editor of *The Boot and Shoe Recorder*, to staff of Gray & Rogers, Philadelphia advertising-pr firm.

• JOE CUNNINGHAM, formerly editor of *San Diego Engineer* magazine, to William D. Nietfeld & Assoc., San Diego, Calif., as account executive.

• ROBERT O. JORDAN, formerly in research department of Compton Adv., N.Y., promoted to assistant account executive on Comet cleanser.

• JOHN H. CLELAND JR., formerly with General Electric, Western Springs, Ill., in advertising and pr capacity, to Klau-Van Pietersom-Dunlap Inc., Milwaukee, Wis., advertising agency, in pr department.

• CHARLES KRAUSS, formerly with Fairchild Publications, appointed to New York pr staff of Philco Corp., Philadelphia.

• ALICE J. WOLF, timebuyer at N.W. Ayer, Philadelphia, last month married SEYMOUR KIEL, account executive with WHAT-AM-FM, that city. She continues in Ayer post.

The Media

MR. THAYER

• JACK G. THAYER, general manager of WHK Cleveland, appointed vp of Metropolitan Broadcasting Corp. He previously was general manager of KFRC San Francisco and WDGY Minneapolis, Minn.

• FRED A. KNORR, founder and president of board, and WALTER PATTERSON, executive vp, of Knorr Broadcasting Corp., both re-elected. Others elected: NELLIE M. KNORR, secretary; DONALD L. WAGNER, treasurer; WALTER O. BRIGGS JR., JOHN J. CARROLL and CHARLES (JACK) SITTA, vps; JERROLD MARTIN, vp in charge of engineering. W. ELDON GARNER, station manager of WKMF Flint, Mich., named vp of Knorr Corp. Attorneys STANLEY FULTON and ROBERT M. BOOTH JR., elected assistant secretaries.

• KEN CHAPIN, formerly of WTRU Muskegon, appointed general manager of WBBC Flint, both Michigan, succeeding JOSEPH R. FIFE who moves to KYOK Houston, Tex., in similar capacity.

MR. KLEIN

• ALEXANDER S. KLEIN JR., formerly national sales manager of WDAS, appointed executive vp and general sales manager of WTEL, both Philadelphia. ALLEN B. MARGOLIS and RICHARD A. SYME to WTEL in sales department.

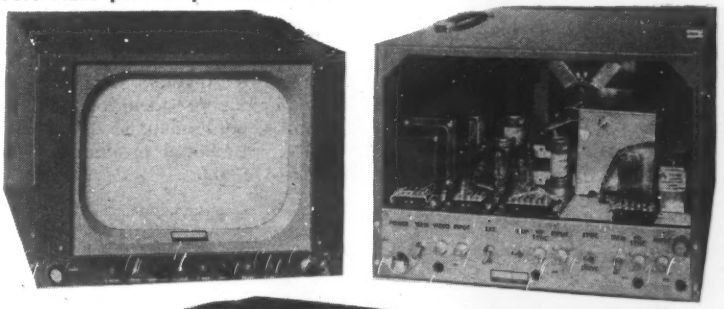
MR. URIDGE

• OWEN F. URIDGE, general manager of WCKR Miami, retires. DAN VALENTINE, program director, temporarily is assuming duties of general manager. Mr. Uridge, veteran of 34 years in radio, began his career at WAFD Detroit in 1926. He moved to WJR, that city, as announcer-salesman and rose to assistant general manager before joining WCKR.

• PAUL E. MILLS, managing director of WJW Cleveland, resigns. LIONEL F. BAXTER, vp and director of radio opera-

"FOTO-VIDEO—NOW THE BEST VIDEO MONITOR IN THE INDUSTRY," says

one of the Nation's electronic leaders about the completely new *modularized* Foto-Video product pictured below.



OUTSTANDING PERFORMANCE FEATURES

- Superior definition, brightness, and contrast
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UNIQUE MECHANICAL FEATURES

1—Completely modularized in construction. Snap out one or more of the four modules and snap in replacement—in a matter of seconds.

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3—Some modules fit all sizes of monitors, whether 14", 17", 21" or 24" screen.

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tions of Storer Broadcasting Co., temporarily assumes Mr. Mills' duties.

MR. EARP

• H. SHELDON EARP, formerly general manager of WBMD Baltimore, appointed general manager of WWIN, that city. He previously was general manager of KROY Sacramento, Calif., local sales manager for WTOP Washington and assistant general sales manager for Western Div. of ABC. Mr. Earp is celebrating his 25th year in radio.

• ART ARKALIAN, sales manager of WERC Erie, Pa., named general manager. He previously was with WJET, that city, and WERE Cleveland.

• SAM POSNER, formerly sales manager of KAFE-FM San Francisco, appointed general manager of KBAY-FM, that city's newest station which debuts early next month, KAFE-FM, 30-kw, will broadcast at 104.5 mc.

• J. LUCKETT YAWN JR., business manager of *The Miami News,* elected secretary and member of board of Biscayne Television Corp. (WCKR-AM-FM, WCKT [TV] Miami) succeeding JOHN L. FOY who resigned.

• LOU SILVERSTEIN, formerly with KCBQ San Diego joins KRLA Pasadena, both California, as general sales manager. He will headquarter in the station's Hollywood sales offices at 6381 Hollywood Blvd.

• HENRY H. FRANZ, local sales manager of WFBM Indianapolis, appointed sales manager.

• DENMAN F. JACOBSON, local sales manager of WWJ Detroit, named sales manager. He will be responsible for national, regional and local sales.

• JOHN J. GEMMA, production-operation supervisor of KNXT(TV) Los tions and traffic for KNXT and CTPN, succeeding HENRY J. SCHAEFER, who moves to Chicago as business manager of WBBM-TV. KNXT and WBBM-TV both are CBS-owned tv stations.

MR. BERK

• HOWARD BERK, director of publicity for CBS owned television stations and CBS-TV Spot Sales N.Y., named director of information services. Mr. Berk, who joined CBS in 1956 as trade news editor (radio), had previously been publicity director of MCA-TV.

Goldenson honored

Leonard H. Goldenson, president of AB-PT Inc., will be honored during a special ABC-TV documentary next Sunday (Jan. 17) for his leadership and support during the past decade to the United Cerebral Palsy Assn. In a presentation by ABC news chief, John Daly, Mr. Goldenson will receive a UCP Founder's award for his contributions.

The special telecast entitled *The First Decade* (3-3:30 p.m. EST), which will pre-empt the network's *Open Hearing*, will portray in dramatic form developments of the UCP during the past 10 years. Hosted and narrated by Bob Hope, the ABC-TV salute will originate from KABC-TV Los Angeles. Selig J. Seligman, vice president of ABC-TV and general manager of KABC-TV, is executive producer of *The First Decade*.

MR. SCHULTIS

• ROBERT S. SCHULTIS, formerly director of merchandising and member of sales staff of WDSU-TV New Orleans, appointed sales manager. Previously, he was with *New Orleans Item* in advertising and sales departments.

• STANLEY H. EDWARDS, sales manager WTRY Troy, N.Y., appointed station manager. MARTIN ROSS, program manager, named assistant station manager.

• BILL THORPE, sales staff of WHEN-TV Syracuse, N.Y., named local sales manager.

• NORMAN G. GRAY, salesman for KXTV (TV) Sacramento, Calif., appointed local sales manager.

• TED ROBINSON, formerly account executive at George & Glover Adv., Atlanta, and MARVIN ROSLIN, to Adam Young Cos., N.Y., as radio research assistant to vp-research-promotion-advertising, and tv research assistant, respectively.

• JOHN F. WADE, director of tv research for Avery-Knodel, N.Y., assumes additional duties of radio research, succeeding FREDERICK G. NEUBERTH, appointed director of special services. HAROLD ALTURA joins sales promotion department at A-K as writer, specializing in radio. He succeeds 4AVID HIRTH who resigned.

• CHARLES A. HENDERSON, publicity manager for NBC Radio, Spot Sales and owned stations, assumes additional duties as manager, press relations. CORNELIUS K. SULLIVAN, manager, information and services, assumes additional post as manager, administration and services.

• JOSEPH S. (DODY) SINCLAIR, manager of WJAR-AM-TV Providence, elected vp of parent Outlet Co., Providence department store and licensee of stations. He has been manager of stations since 1957 and is member of board of directors and executive committee of Outlet Co. Mr. Sinclair has been identified with WJAR-TV since it signed on air in 1949 except for two years active service during Korean War as Navy lieutenant.

• BENTLEY A. STECHER appointed regional sales manager for WEBB Baltimore and WEZL Richmond. in Baltimore area. He formerly was general manager of WEBB. S.E. FELDMAN assumes general manager responsibilities at WEBB in addition to duties as

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executive vp of 1360 Broadcasting Co., which owns stations.

• DAN DANFORD, retail sales manager of KCMO Kansas City, appointed regional sales manager. BILL MCREYNOLDS of sales department succeeds Mr. Danford.

• CATHERINE CORY, vp of Pacifica Foundation, owner of KPFK (FM) Los Angeles, appointed manager of that non-commercial listener-supported station, succeeding TERRELL T. DRINKWATER, first vp of Pacifica, who has taken leave of absence from managerial duties. GENE MARINE, KPFK public affairs director, appointed program director.

• GEORGE NICHOLAW, senior publicist at KNXT (TV) and CTPN Los Angeles, promoted to assistant director of information services, succeeding VIRGIL MITCHELL, now pr director of WBBM-TV Chicago. MYRAN JAY LIVINGSTON, senior continuity writer in promotion department, appointed assistant director of audience promotion for KNXT and CTPN. DURFEE PARKINS succeeds Mr. Nicholaw as senior publicist.

• CHARLES SHEPHERD, chief engineer of WSTV-AM-TV Steubenville, Ohio-Wheeling, W. Va., appointed chief engineer of The Friendly Group of Stations (operator of four tv and seven am stations including WSTV-AM-TV). WILLIAM CHESNES, formerly assistant chief engineer of WSTV-AM-TV, succeeds Mr. Shepherd.

• DAVID J. ORATOV, formerly business manager of KPAL Palm Springs, Calif., named head of accounting department of Crowell-Collier Bcstg. Div.

• JOEL ROSE, formerly account executive with Summit Adv., Akron, Ohio, to WCUE Akron, as news director.

• KING HORTON, formerly sales vp at NTA Telestudios, N.Y., to ABC-TV, that city, as account executive.

• WARREN MAUS, formerly account executive with KTLN Denver, to KRIZ Phoenix, Ariz., in similar capacity.

• SIEG SMITH appointed director of sports for XETV (TV) Tijuana, Mex-San Diego, Calif. He previously held sports positions with KFSD San Diego, KNXT (TV) Los Angeles and WGR Buffalo, N.Y.

• BERNARD F. FLYNN, executive producer of radio public affairs for CBS News, New York, and NORMAN GORIN, producer-director with WTOP-TV Washington, D.C., both join CBS News Washington, as news and public affairs producers.

• JAY WILDT, formerly of WSAZ Huntington and WKAZ Charleston, both West Virginia, to WCHS-TV Huntington, as news director.

• SAUL FRISCHLING, head of research department at Radio-Tv Representatives, N.Y., assumes additional duties as assistant to president.

• EDWARD K. WEBB, formerly producer-director with WRVA-TV Richmond, Va., to WUSN-TV Charleston, S.C., as production manager.

• CHARLES CRAWFORD, sales development manager of WTOP Washington, D.C., appointed director of sales development and promotion.

• JUDD A. CHOLER, formerly sales promotion director at WCAU-TV Philadelphia, to KMOX-TV St. Louis in similar capacity, replacing THOMAS STANTON, who transfers to sales department as account executive. JAMES P. MCGRAW, formerly with The Katz Agency, station representative, also to KMOX-TV sales staff.

MISS KESSLER

• SYLVIA KESSLER, formerly with her own communications law offices in Washington, D.C., to Kfieger & Jorgensen, Washington communications law firm, as associate. Miss Kessler joined FCC as attorney in 1942. In 1951 she was named chief of Commission's Office of Opinion & Review and from 1953 was with Washington law firm of Cohn & Marks.

• FRANK C. MARTIN appointed sales promotion and merchandising manager of WDBJ-TV Roanoke, Va. He formerly held similar position with Dr. Pepper Bottling Co., that city.

• RABBI DAVID H. PANITZ of Temple Emanuel, Paterson, N.J., and formerly of Washington, D.C., appointed national chairman of Broadcasting-TV-Film Commission of Synagogue Council of America, national coordinating agency for major branches of Jewish religious community in this country.

• BILL INGRAM, newscaster with KSTP-AM-TV Minneapolis, Minn., resigns because of differences with management.

• PROF. SYDNEY W. HEAD, chairman, radio-tv-film department and director of Broadcasting and Film Services at U. of Miami, Coral Gables, Fla., won first professor fellowship award of New York Chapter of National Academy of Television Arts & Sciences, made possible by E. I. du Pont de Nemours & Co. Under grant, Professor

★ helluva merchandiser! who me?

. . . it's KEL-O-LAND that gives me that pull!

There's no trick in selling one brand over another when you have the undivided attention of 246,000 families in 103 counties. Joe Floyd's KEL-O-LAND hookup gives you that massive audience (92% unduplicated coverage). All eyes are on your product when you're on KEL-O-LAND.

Just one single-station rate card (KELO-TV) buys you the entire hookup. KEL-O-LAND is 5-state coverage: South Dakota, Minnesota, Iowa, Nebraska, North Dakota. CBS • ABC • NBC

KELO-TV SIOUX FALLS; and boosters
KDLO-TV aberdeen-huron-watertown
KPLO-TV pierre-valentine-chamberlain

JOE FLOYD, President
Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres.
REPRESENTED BY H-R
in Minneapolis by Wayne Evans & Assoc.

Head gets concentrated survey of programming from New York network, advertising agency, producer and studio points of view.

• HOWARD MILLER, well-known Chicago air personality, and JACK EIGEN, interviewer-commentator, both released by WNBQ (TV) Chicago, which explained they did not fit into station's new programming concepts.

• KEVIN R. CASH named news editor of WBZ Boston. Mr. Cash earlier (BROADCASTING, Dec. 28, 1959) was incorrectly identified as news director JERRY LANDAY is WBZ's news director.

• DON CHEVILLET joins WOWO Ft. Wayne, Ind., as air personality.

• KEITH RYAN, air personality with WCKY Cincinnati, seriously injured in auto accident last week. GEORGE L. WARDE, formerly program coordinator for Armed Forces Radio Service in Korea, assumes Mr. Ryan's duties.

• STAN WARWICK, formerly freelance announcer, rejoins KMPC Los Angeles, after three years' absence, as newscaster, succeeding BUDD DAILEY, who has returned to Colorado Springs.

Programming

MR. MORRISON

• DICK MORRISON, general sales manager of Commercial Recording Corp., Dallas, producer of musical advertising, station jingles and station aids, appointed vp. Mr. Morrison previously was general manager of KNOE Monroe, La., and KBOX Dallas.

• HARRY L. BRYANT, vp of Radio Recorders, Hollywood, and FELIX ADAMS, director of sales, have been named executive vps in charge of administration and sales, respectively, of both Radio Recorders and of MP-TV Services, associated company which handles sales of sound effects, commercials, air checks and similar services. In realignment of executive personnel, ERNEST L. DUMMEL, RR vp, becomes studio operations vp of both companies; RICHARD SEXTY, RR sales manager, becomes vp in charge of sales of that company and ARTHUR PARTRIDGE, senior technician, becomes vp in charge of engineering and maintenance of Radio Recorders.

MISS STONE

• LOUISE N. STONE, formerly production supervisor for Mort Green and Green-Foster Productions, New York, independent packaging firm, appointed director of sales of Robert Lawrence Animation, that city, producer of animated tv commercials.

• STANLEY DUDELSON, midwest sales manager for Screen Gems, transfers from Chicago to New York, assuming post as syndication sales manager. He was previously with Hygo Television Films, absorbed by SG in 1957.

• KAY LENARD named president of Tv-Radio Branch of Writers Guild of America, succeeding LEONARD FREEMAN who resigned to join Warner Bros.

• MILT KRASNY, executive vp of General Artists Corp., New York, transfers to new Beverly Hills offices, effective Feb. 1.

• W. W. BULLOCK, vp and manager, commercial records creation department, RCA Victor Record Div., N.Y., to vp and manager, market service and business affairs with supervision of product planning, market development, market research, artist and copyright contracts, development of RCA Victor record clubs and record distribution tests. ROBERT L. YORKE, manager of RCA Victor's west coast operations, succeeds Mr. Bullock.

• KEN MARTHEY, formerly agency producer of tv commercials for McCann-Erickson and Benton & Bowles, both New York, appointed staff director of filmed commercials of Robert Lawrence Productions, that city.

• DONALD TAIT, formerly administration editorial chief at 20th Century-Fox and video supervisor at Ziv Television Programs, joins Cinema Research Corp., Hollywood, as production consultant on new production and postwar production services CRC is offering to tv and motion picture producers.

• WALTER E. BRANSON, formerly head of world-wide distribution for RKO-Radio Pictures Inc., to TV Stations Inc., New York film buying firm, as vp.

• JOSEPH HOFFMAN, producer of first 20 segments of Warner Bros. *Colt .45* series, signs with Four Star Television to produce 60-minute *Michael Shayne Detective* series, scheduled for production this month.

• CHUCK PALMISANO and LYLE REED to H.D. Productions as salesmen-announcers for *The House Detective*, real estate tv show. Mr. Palmisano, formerly salesman for WAVY-TV Norfolk, will be seen on KCOP (TV) Los Angeles. Mr. Reed, previously announcer with WATV Birmingham, Ala., will be seen on WRVA-TV Richmond, Va.

Equipment & Eng'ring

• GEORGE W. CHANE, vp of finance and management engineering for RCA, promoted to vp of finance and administration.

• P.L. (PARSH) HENRY, formerly vp and general manager of Leo J. Meyberg Co., San Francisco tv, radio and appliance distributor, appointed general manager of Hoffman Sales Corp. of California, subsidiary of Hoffman Electronics Corp., Los Angeles.

• JOHN E. BISHOP, formerly general manager of Beckman Instruments Inc., New Systems division, Fullerton, Calif., appointed executive vp of Textron Electronics Inc., San Francisco. MARK K. HOWLETT, formerly marketing manager of Scientific Process Instruments division of Beckman, named vp of marketing.

• ALFRED S. BACKUS, acting general manager of Mycalex Electronics Corp. of America, Clifton N.J., appointed vp of operations.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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name title/position
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* Occupation Required

• CHESTER J. ANTOGNOLI, formerly general sales manager of Standard Coil Products Co., producer of tv tuners and other electrical equipment, appointed vp in charge of sales.

• SIDNEY KRAMER, director of foreign distribution for National Telefilm Assoc., appointed vp in charge of foreign sales.

• DON HUGHES, manager of advertising and sales promotion of Sylvania Electronic Tubes, New York, to head advertising, sales promotion and merchandising department.

• CHARLES A. PARRY, consultant to president of Page Communications Engineers, Washington, D.C. to head new Telecommunications Directorate.

• ROGER ANDERSON, development engineer with Shure Bros. Inc., Evanston, Ill., producer of microphones, hi fi cartridges and other electric components, appointed manager of phonograph cartridge section.

• B. LINN SOULE, formerly field engineer for Hazeltine Corp., to Packard-Bell Electronics, Dayton, Ohio, as liaison engineer.

• DENIS E. WAITLEY, formerly media relations assistant in Navy Dept., Washington, D.C., joins marketing staff of Ampex Professional Products Co., Redwood City, Calif.

• BEN WARNER JR. named advertising manager for Western Div. of Collins Radio Co., Burbank, Calif. He previously was assistant advertising manager for Scientific and Process Instruments Div. of Beckman Instruments Inc., Fullerton, Calif.

• BERNARD I. BELASCO, division planning manager for Raytheon, Waltham, Mass., named advertising and sales promotion manager for company's Semiconductor Div., succeeding CHARLES M. MARTEL who joins corporate marketing services staff.

Government

• JOHN R. HEIM, assistant to Federal Trade Commission's executive director, named director of FTC's Bureau of Consultation. Mr. Heim will direct FTC's program for obtaining voluntary compliance with trade laws. He joined FTC in 1954, after serving in FBI, Dept. of Army, and engaging in private law practice in Minnesota. RALPH S. CUNNINGHAM JR., attorney in FTC's general counsel's office and 1958 Harvard Law School graduate named legal assistant to FTC Chairman Earl W. Kintner.

• WILLIAM N. KREBS, chief of FCC marine division, resigned. Mr. Krebs was named associate radio engineer of old Federal Radio Commission in July 1930, and has been with FCC since it superseded FRC. He is an associate member of Institute of Radio Engineers.

• REP. ISIDORE DOLLINGER (D-N.Y.), former member of House Commerce Committee, has resigned from Congress, effective Dec. 31, 1959, to take office as district attorney in The Bronx, N.Y. He resigned from the committee Aug. 27, 1959, and was succeeded in this post by Rep. James C. Healey (D-N.Y.).

International

• BOB STATON, previously program manager of CHLO St. Thomas, Ont., to CKLW Windsor, Ont.-Detroit as air personality.

• WILLIAM HUTTON named news director of CFRB Toronto.

Deaths

MR. TUTTLE

• WILLSON MASTERS TUTTLE, 47, vp in charge of television for Fuller & Smith & Ross, headquartering in Los Angeles, died Jan. 6 following emergency operation. Starting in radio as announcer with WOR New York, he moved up to head of production at that station, then transferred to Ruthrauff & Ryan, where he produced such radio programs as *The Shadow* and *Lanny Ross Show*, was elected vp and board member. Mr. Tuttle was first president of United Television Programs in 1952. He joined F&S&R in 1955 as vp and tv supervisor, moving west when *Alcoa Hour* changed from live to film.

• EDGAR P. SMALL, 50, founder and retired vp of Ted Bates, New York, died of heart attack Jan. 3 in Easton, Md. He previously was media director and vp of Benton & Bowles, N.Y.

• ROBERT C. HUTCHINS, 40, midwest representative for Standard Electronics Corp., died of heart attack Dec. 29, 1959, at Mason City, Iowa.

• FRANK FREDERIC, 41, weather reporter and announcer for WPST-TV Miami, died of a heart attack Jan. 4. Mr. Frederic, 18 years in radio and tv work, began his career with WEMP Milwaukee.

• BETTINA L. BROWN, administrative assistant to director of Broadcasting and Film Commission, National Council of Churches, N.Y., died of pneumonia in Jamaica, N.Y.

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ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

World premiere • *Felix the Cat*, new video cartoon series produced by Trans-Lux Television Corp., New York, received all the glamor treatment of a major Broadway play opening Dec. 29, when a special premiere of the series was held for children as a benefit for CARE Inc. (BROADCASTING, Dec. 21, 1959). Westinghouse Broadcasting Co., Trans-Lux and WNEW-TV New York hosted the event, which was complete with red carpet, police lines, limousines, search lights and celebrities (accompanied by children). On hand to welcome *Felix* to television were Sandy Becker of WNEW-TV and Mitch Miller, Columbia Records executive, who headed a 90-minute live stage show which surrounded the screening. WNEW-TV carried the premiere festivities in a special 6 to 6:30 p.m. telecast hosted by Sonny Fox and an in-person Felix, who held a press conference for children of newsmen after the show. Five WBC stations, as well as WNEW-TV, begin telecasting the series this month.

The viewer speaks

Taking the members of the community behind the scenes, KMOX-TV St. Louis has instituted a program designed to answer letters of constructive criticism from the station's viewers. *Inside KMOX-TV*, presented Sundays 1:45-2 p.m., features the executives of the station acting as a panel to discuss the listeners' views and answer their questions. Vice President and General Manager Gene Wilkey says "[The program] permits us to explore areas of programming which, heretofore, have been discussed only by those in the business." Mr. Wilkey says he feels that one letter or telephone call often indicates the concern of thousands of viewers who would appreciate "a frank and forthright answer to 'how' and 'why' we do certain things." He has announced that the program hopes to deal with "every important area of the industry."

Coffee-toy promotion

Hundreds of thousands of Butter-Nut Coffee labels and key strips were collected from 3,600 children who filled three Omaha, Neb., theatres when KMTV (TV), that city, staged a theatre party. The children were admitted for only one key strip, but prizes were offered those turning in the most.

The number of strips and labels collected determined the number of Christmas gifts Butter-Nut purchased for presentation to needy children.

Payola gimmick

There are over 100 stations that feel a touch of humor can justify a take-off on the sensitive subject of payola in a station promotion. One particular idea has been copyrighted by WBLG Lexington, Ky., which reports it is licensing the promotion to other stations throughout the country. Its "payola" is frankly devised to capitalize on Congressional publicity. It's also timed to coincide with yearend and January sales in the station's market. It works this way:

WBLG printed payola money to be handed out by sponsors to customers during a January promotion. Listeners can use the money to bid by telephone for prizes on *Quality Showcase* each day. Participating sponsors utilize the campaign to promote clearance and "white" sales and similar retail events. Every time a customer visits a sponsor's store, he's given a payola note upon request. A list of prizes is announced each day on the program (1-4 p.m.). The highest bid for each item by program's end receives a prize upon receipt of the bid amount of payola money.

Says Roy B. White Jr., WBLG president: "No one would suspect us of payola, anyway, since we do not play rock 'n' roll music." He noted the station had adopted a "good popular music" policy nearly two years ago. The promotional idea has been copyrighted and over 100 stations have applied for licenses, he reports.

WRCV's big band policy

WRCV Philadelphia has started the new year with a new programming policy. It's devoted exclusively to big band music, 19 hours a day.

The NBC-owned station has instituted strict ground rules to implement its new policy. Vocals will be heard "infrequently" and only when accompanied by a big band. Instrumental and vocal combos have been judged *persona non grata* and all gimmicked recordings have been ruled out.

• Drumbeats

Unsnarling traffic • WGBS Miami took to the air in its "trafficopter" to report the quickest and safest routes out of the Orange Bowl football classic Jan. 1. The sheriff's department distributed 30,000 notices to the parking lots at the game advising motorists to tune to the station for directions. Sports fans also heard the Cotton Bowl game between the traffic reports. WGBS' "Flying Sergeant" Buck Weaver, who reports daily on traffic conditions from

his helicopter from 8:15 to 8:45 a.m., handled the special assignment with cooperation of local traffic authorities.

Fight song • Keeping an accurate tally of the number of times the U. of Washington Huskies' fight song was played on KVI Seattle between 6 a.m. Dec. 21 and midnight Dec. 25, listener Phil Suckerman won an all-expense paid turbo-jet flight to the Rose Bowl for two from the station. Over 10,000 entries were received. The winner's guess was postmarked 8 a.m. the day the period was completed.

KCPX debut • Formally introducing its newly-acquired stations KCPX-AM-TV Salt Lake City (formerly KDYL and KTVT [TV]), Columbia Pictures dispatched actress Kathy Grant (Mrs. Bing Crosby), Jerome Hyams, vice president and general manager of Screen Gems, Bert Schneider, assistant to Mr. Hyams, and John Flinn, director of studio publicity for Columbia Pictures to the Utah capital. At a Kiwanis luncheon and an informal party Dec. 17, the Columbia contingent greeted Salt Lakers on behalf of the new stations. Miss Grant reigned as queen of the United Fund ball that evening at which key personnel of the stations were introduced to local citizens.

Fiesta • A week's fiesta in sunny Spain is top prize for two couples in a contest for agency people and advertisers by KBIG Avalon-Catalina, Calif. The contest is based on KBIG's morning show *Listener's Choice*, in which members of the audience submit medleys of three songs whose titles tell a humorous story when strung together. The funniest entry from the East will win its creator a round trip for two via Miami to Lisbon and Madrid; the most hilarious western combination wins a similar prize, though via Mexico City instead of Miami. All winners will be guests at the Madrid Hilton. Jan. 20 is deadline for entries.

Blair awards • Judy Maurston (l), timebuyer with Maxon Inc., is the lucky winner of the Blair representative companies' timebuyers' contest. John Blair presents her with first prize—a large bowl of Steuben crystal. The contest, designed to familiarize timebuyers with the move of the three Blair companies to new quarters at 717 Fifth Ave., N.Y., closed with some 350 cards submitted by timebuyers. Winners at the drawing, in addition to Miss Maurston: Bill Warner of Ted Bates and Joe Hudack of Warwick & Legler.

Discount buyers • Women listeners of *Party Line* on WFDF Flint, Mich., were invited to send in to the station for membership in the Yankee Stores' Club, which would entitle them to 11% discount on toys and Christmas decorations. Over 2,300 women took advantage of the offer and the Flint five-outlet department store chain found that those listeners who used the discount were buying in other departments as well. Yankee Stores sponsored three-a-week segments of *Party Line*, which features WFDF's Marion Cook, renewing the program at the conclusion of the promotion.

Ping pong volley • The skies rained ping pong balls, five of which were worth $500 towards the purchase of a Tustin Hills Rancho in San Diego. The recent promotion was engineered by KFMB in that city and directed at 2,000 prospective homebuyers at the new building development. A low-flying heliocopter chartered by the station dropped some 5,000 ping pong balls the first Sunday the homes were opened for inspection and four of those who retrieved the lucky balls signed for a home that very day. Other balls were dropped for sprinkler systems and landscaping. Before the week was out, an additional dozen sales were attributed to the KFMB promotion.

FOR THE RECORD

NAB Tv Code members

Following in alphabetical order are the 372 station subscribers to NAB's Television Code as reported by the association to the FCC last week (story, page 36). This is 71.8% of operating tv stations, according to NAB President Harold E. Fellows. The list also includes three networks and 24 tv film producer affiliates as well as these subscribing stations.

K

KABC-TV Los Angeles; KAKE-TV Wichita; KALB-TV Alexandria, La.; KARD-TV Wichita; KARK-TV Little Rock, Ark.; KAYS-TV Hays, Kan.; KBAK-TV Bakersfield, Calif.; KBAS-TV Ephrata, Wash.; KBES-TV Medford, Ore.; KBMB-TV Bismarck, N. Dak.; KBOI-TV Boise, Idaho; KBTV (TV) Denver; KCBD-TV Lubbock, Tex.; KCEN-TV Temple, Tex. KCIX-TV Boise, Idaho; KCMO-TV Kansas City; KCMT (TV) Alexandria, Minn.; KCOP (TV) Los Angeles; KCPX-TV Salt Lake City; KCRA-TV Sacramento, Calif.; KCRG-TV, Cedar Rapids, Iowa.

KCSJ-TV Pueblo, Colo.; KCTV (TV) San Angelo, Tex.; KDAL-TV Duluth, Minn.; KDIX-TV Dickinson, N.D.; KDKA-TV Pittsburgh; KDUB-TV Lubbock, Tex.; KDUH-TV Hay Springs, Neb.; KEDY-TV Big Spring, Tex.; KELO-TV Sioux Falls, S.Dak. (and satellites KDLO-TV Florence, S.Dak., and KPLO-TV Reliance, S. Dak.); KELP (TV) El Paso; KENS-TV San Antonio; KEPR-TV Pasco, Wash; KERO-TV Bakersfield, Calif.; KETV (TV) Omaha, Neb.; KEYT (TV) Santa Barbara, Calif.; KFBC-TV Cheyenne, Wyo.; KFDA-TV Amarillo, Tex.; KFDM-TV Beaumont, Tex.; KFDX-TV Wichita Falls, Tex.; KFEQ-TV St. Joseph, Mo.

KFJZ-TV Fort Worth; KFMB-TV San Diego; KFRE-TV Fresno, Calif.; KFSD-TV San Diego; KFVS-TV Cape Girardeau, Mo.; KFYR-TV Bismarck, N.Dak.; KGBT-TV Harlingen, Tex.; KGGM-TV Albuquerque, N.M.; KGHL-TV Billings, Mont.; KGLO-TV Mason City, Iowa; KGMB-TV Honoluiu; KGNC-TV Amarillo, Tex.; KGO-TV San Francisco; KGW-TV Portland, Ore.; KHBC (TV) Hilo, Hawaii; KHOL-TV Kearney, Neb.; KHOU-TV Houston; KHPL-TV Hayes Center, Neb.; KHQ-TV Spokane; KHQA-TV Hannibal, Mo.

KHSL-TV Chico, Calif.; KHVH-TV Honolulu; KID-TV Idaho Falls, Idaho; KIEM-TV Eureka, Calif.; KIMA-TV Yakima, Wash.;

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

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KING-TV Seattle; KIRO-TV Seattle; KIVA (TV) Yuma, Ariz.; KJEO-TV Fresno, Calif.; KKTV (TV) Colorado Springs, Colo.; KLEW-TV Lewiston, Idaho; KLFY-TV Lafayette, La.; KLIX-TV Twin Falls, Idaho; KLTV (TV) Tyler, Tex.; KLZ-TV Denver; KMAU-TV Wailuku, Hawaii; KMBC-TV Kansas City, Mo.; KMID-TV Midland, Tex.; KMJ-TV Fresno, Calif.; KMMT (TV) Austin, Minn.

KMOT (TV) Minot, N.Dak.; KMOX-TV St. Louis; KMSO-TV Missoula, Mont.; KMTV (TV) Omaha, Neb.; KNOE-TV Monroe, La.; KNOP (TV) North Platte, Neb.; KNOX-TV Grand Forks, N. Dak.; KNTV (TV) San Jose, Calif.; KNXT (TV) Los Angeles; KOA-TV Denver; KOB-TV Albuquerque, N.M.; KOIN-TV Portland, Ore.; KOLD-TV Tucson, Ariz.; KOLN-TV Lincoln, Neb.; KOMO-TV Seattle; KONO-TV San Antonio; KOOL-TV Phoenix, Ariz.; KOSA-TV Odessa, Tex.; KOTA-TV Rapid City, S.Dak.; KOTI (TV) Klamath Falls, Ore.

KOTV (TV) Tulsa, Okla.; KPAR-TV Sweetwater, Tex.; KPHO-TV Phoenix, Ariz.; KPIC (TV) Roseburg, Ore.; KPIX (TV) San Francisco; KPLC-TV Lake Charles, La.; KPRC-TV Houston; KPTV (TV) Portland, Ore.; KRBC-TV Abilene, Tex.; KRCA (TV) Los Angeles; KRDO-TV Colorado Springs, Colo.; KREM-TV Spokane; KREX-TV Grand Junction, Colo.; KREY-TV Montrose, Colo.; KRIS-TV Corpus Christi; KRLD-TV Dallas; KRNT-TV Des Moines, Iowa; KROC-TV Rochester, Minn.; KROD-TV El Paso, Tex.; KRON-TV San Francisco.

KSBW-TV Salinas, Calif.; KSBY-TV San Luis Obispo, Calif.; KSD-TV St. Louis; KSL-TV Salt Lake City; KSLA-TV Shreveport, La.; KSTP-TV Minneapolis; KSWO-TV Lawton, Okla.; KSWS-TV Roswell, N.M.; KSYD-TV Wichita Falls, Tex.; KTBS-TV Shreveport, La.; KTHV (TV) Little Rock, Ark.; KTIV (TV) Sioux City, Iowa; KTNT-TV Tacoma, Wash.; KTRE-TV Lufkin, Tex.; KTRK-TV Houston; KTSM-TV El Paso; KTTS-TV Springfield, Mo.; KTTV (TV) Los Angeles; KTVA-TV Anchorage, Alaska; KTVB (TV) Boise, Idaho.

KTVE (TV) El Dorado, Ark.; KTVH (TV) Wichita, Kan.; KTVI (TV) St. Louis; KTVK (TV) Phoenix; KTVU (TV) Oakland; KUMV-TV Williston, N.Dak.; KUTV (TV) Salt Lake City; KVAL-TV Eugene, Ore.; KVAR (TV) Phoenix, Ariz.; KVER (TV) Clovis, N.M.; KVKM-TV Monahans, Tex.; KVOA-TV Tucson, Ariz.; KVOO-TV Tulsa; KVOS-TV Bellingham, Wash.; KVTV (TV) Sioux City, Iowa; KWTV (TV) Oklahoma City; KWWL-TV Waterloo, Iowa; KXGO (TV) Fargo, N.Dak.; KXJB-TV Valley City, N.Dak.; KXLY-TV Spokane; KXTV (TV) Sacramento, Calif.; KYW-TV Cleveland; KZTV (TV) Corpus Christi.

W

WABC-TV New York; WABI-TV Bangor, Me.; WAFB-TV Baton Rouge, La.; WAGA-TV Atlanta; WAGM-TV Presque Isle, Me.; WAKR-TV Akron, Ohio; WALA-TV Mobile, Ala.; WALB-TV Albany, Ga.; WANE-TV Fort Wayne, Ind.; WAPI-TV Birmingham, Ala.; WAST (TV) Albany, N.Y.; WATE-TV Knoxville, Tenn.; WAVE-TV Louisville, Ky.; WAVY-TV Portsmouth, Va.; WBAL-TV Baltimore; WBAP-TV Fort Worth; WBAY-TV Green Bay, Wis.; WBBM-TV Chicago; WBEN-TV Buffalo; WBIR-TV Knoxville, Tenn.

WBKB (TV) Chicago; WBNS-TV Columbus, Ohio; WBRC-TV Birmingham, Ala.; WBRZ (TV) Baton Rouge, La.; WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C.; WBZ-TV Boston; WCAU-TV Philadelphia; WCAX-TV Burlington, Vt.; WCBS-TV New York; WCCO-TV Minneapolis, Minn.; WCDC (TV) Adams, Mass.; WCIA (TV) Champaign, Ill.; WCKT (TV) Miami, Fla.; WCNY-TV Watertown, N.Y. WCPO-TV Cincinnati; WCSC-TV Charleston, S.C.; WCSH-TV Portland, Me.; WCYB-TV Bristol, Va.; WDAF-TV Kansas City.

WDAN-TV Danville, Ill.; WDAU-TV Scranton, Pa.; WDAY-TV Fargo, N.D.; WDBJ-TV Roanoke, Va.; WDBO-TV Orlando, Fla.; WDEF-TV Chattanooga, Tenn.; WDSM-TV Duluth, Minn.; WDSU-TV New Orleans; WEAU-TV Eau Claire, Wis.; WEEK-TV Peoria, Ill.; WEHT (TV) Henderson, Ky.; WESH-TV Daytona Beach, Fla.; WEWS (TV) Cleveland; WFAA-TV Dallas; WFBG-TV Altoona, Pa.; WFBM-TV Indianapolis; WFGA-TV Jacksonville, Fla.; WFIE-TV Evansville, Ind.; WFIL-TV Philadelphia; WFLA-TV Tampa.

WFMJ-TV Youngstown, Ohio; WFMY-TV Greensboro, N.C.; WFRV-TV Green Bay, Wis.; WGAL-TV Lancaster, Pa.; WGAN-TV Portland, Me.; WGEM-TV Quincy, Ill.; WGN-TV Chicago; WGR-TV Buffalo; WHAS-TV Louisville, Ky.; WHBF-TV Rock Island, Ill.; WHDH-TV Boston; WHEC-TV Rochester, N.Y.; WHEN-TV Syracuse; WHIO-TV Dayton, Ohio; WHIS-TV Bluefield, W.Va.; WHIZ-TV Zanesville, Ohio; WHO-TV Des Moines, Iowa; WHTN-TV Huntington, W.Va. WIBW-TV Topeka, Kan.; WIIC (TV) Pittsburgh.

WIMA-TV Lima, Ohio; WINK-TV Ft. Myers, Fla.; WINR-TV Binghamton, N.Y.; WIS-TV Columbia, S.C.; WISC-TV Madison, Wis.; WISH-TV Indianapolis, Ind.; WISN-TV Milwaukee; WITI-TV Milwaukee; WJAC-TV Johnstown, Pa.; WJAR-TV Providence, R.I.; WJBK-TV Detroit; WJIM-TV Lansing, Mich.; WJRT (TV) Flint, Mich.; WJTV (TV) Jackson, Miss.; WJW-TV Cleveland; WJXT (TV) Jacksonville, Fla.; WJZ-TV Baltimore; WKBN-TV Youngstown, Ohio; WKBT (TV) La Crosse, Wis.; WKBW-TV Buffalo.

WKJG-TV Fort Wayne, Ind.; WKNX-TV Saginaw, Mich.; WKRC-TV Cincinnati; WKRG-TV Mobile, Ala.; WKST-TV New Castle, Pa.; WKTV (TV) Utica, N.Y.; WKY-TV Oklahoma City; WKYT (TV) Lexington, Ky.; WKZO-TV Kalamazoo, Mich.; WLAC-TV Nashville; WLBT (TV) Jackson, Miss.; WLBZ-TV Bangor, Me.; WLOF-TV Orlando, Fla. WLOS-TV Asheville. N.C.; WLUC-TV Marquette, Mich.; WLUK-TV Marinette, Wis.; WLVA-TV Lynchburg, Va.; WLWA (TV) Atlanta; WLWC (TV) Columbus, Ohio; WLWD (TV) Dayton, Ohio.

WLWI (TV) Indianapolis; WLWT (TV) Cincinnati; WLYH-TV Lebanon, Pa.; WMAL-TV Washington, D.C.; WMAR-TV Baltimore; WMAZ-TV Macon, Ga.; WMBD-TV Peoria, Ill.; WMCT (TV) Memphis, Tenn.; WMT-TV Cedar Rapids, Iowa; WMTV (TV) Madison, Wis.; WMTW-TV Poland Spring, Me.; WNBC (TV) New Britain, Conn.; WNBF-TV Binghamton, N.Y.; WNBQ (TV) Chicago; WNCT (TV) Greenville, N.C.; WNDU-TV South Bend, Ind.; WNEM-TV Bay City, Mich.; WNEP-TV Scranton, Pa.; WNHC-TV New Haven, Conn.; WOAI-TV San Antonio.

WOAY-TV Oakhill, W.Va.; WOC-TV Davenport, Iowa; WOOD-TV Grand Rapids, Mich.; WOW-TV Omaha, Neb.; WPBN-TV Traverse City, Mich.; WPIX (TV) New York; WPRO-TV Providence, R.I.; WPSD-TV Paducah, Ky.; WPST-TV Miami, Fla.; WRAL-TV Raleigh, N.C.; WRBL-TV Columbus, Ga.; WRC-TV Washington, D.C.; WRCA-TV New York; WRCV-TV Philadelphia; WREC-TV Memphis; WREX-TV Rockford, Ill.; WRGB (TV) Schenectady; WROC-TV Rochester, N.Y.; WRVA-TV Richmond, Va.; WSAU-TV Wausau, Wis.

WSAZ-TV Huntington, W.Va.; WSB-TV Atlanta; WSBT-TV South Bend, Ind.; WSFA-TV Montgomery, Ala; WSJS-TV Winston-Salem, N.C.; WSJV (TV) Elkhart, Ind.; WSLS-TV Roanoke, Va.; WSM-TV Nashville; WSOC-TV Charlotte, N.C. WSPA-TV Spartanburg, S.C. WSPD-TV Toledo, Ohio; WSUN-TV St. Petersburg, Fla.; WSVA-TV Harrisonburg, Va.; WSYR-TV Syracuse; WTAE (TV) Pittsburgh; WTAP (TV) Parkersburg, W.Va., WTAR-TV Norfolk, Va.; WTCN-TV Minneapolis, Minn.; WTEN (TV) Albany; WTHI-TV Terre Haute, Ind.

WTIC-TV Hartford, Conn.; WTMJ-TV Milwaukee, Wis.; WTOC-TV Savannah, Ga.; WTOK-TV Meridian, Miss.; WTOL-TV Toledo, Ohio; WTOM-TV Cheboygan, Mich.; WTOP-TV Washington, D.C.; WTPA-TV Harrisburg, Pa.; WTRF-TV Wheeling, W.Va.; WTVC (TV) Chattanooga; WTVD (TV) Durham, N.C.; WTVJ (TV) Miami, Fla.; WTVM-(TV) Columbus, Ga.; WTVN (TV) Columbus, Ohio; WTVP (TV) Decatur, Ill.; WTVT (TV) Tampa; WTVW (TV) Evansville, Ind.; WUSN-TV Charleston, S.C.; WVEC-TV Norfolk, Va.; WVET-TV Rochester, N.Y.; WVUE (TV) New Orleans; WWJ-TV Detroit, Mich.; WWL (TV) New Orleans; WWTV (TV) Cadillac, Mich.; WXEX-TV Petersburg, Va.; WXYZ-TV Detroit.

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Station Authorizations, Applications

As Compiled by BROADCASTING

December 29 through January 6. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

ACTIONS BY FCC

Helena, Mont.—Helena Tv Inc. Granted vhf. ch. 10 (192-198 mc); ERP .466 kw vis., .233 kw aur.; ant. height above average terrain –120 ft., above ground 47.5 ft. Estimated construction cost $51,050, first year operating cost $48,000, revenue $50,000. P.O. address 428 N. Main St. Studio location Holter St., Helena. Trans. location Holter St., Helena. Geographic coordinates 46° 35' 32" N. Lat., 112° 03' 04" W. Long. Trans. Gates, ant. Gates. Legal counsel Smith & Pepper, Washington. Consulting engineer Archer S. Taylor. Principals include **Charles P. Crehan,** minority owner KCAP Helena, and **Bruce Hamilton,** minority owner KBTK Missoula, both Montana and 14 others. Helena Tv Inc. was granted cp for tv station in Feb. 1957, but cp was deleted Nov. 1957. Comr. Bartley dissented. Ann. Dec. 29.

Existing Tv Stations

ACTIONS BY FCC

WLUK-TV Marinette, Wis.—By letter, Commission (1) denied waiver of Sec. 3.606 and 3.607 of rules and (2) dismissed request for STA to operate on ch. 11 as Green Bay station. Ann. Jan. 6.

***WIPM-TV Mayaguez, P.R.**—Waived Sec. 3.685(e) of rules and granted application to increase vis. ERP from 29.5 kw to 15.5 dbk (35.5 kw) with DA aur. ERP 12.5 dbk (17.8 kw), install new trans. and ant. system, and make other equipment changes; ant. height 600 ft. Ann. Dec. 29.

Existing Am Stations

ACTIONS BY FCC

KAPR Douglas, Ariz.—Granted authority to transmit, over telephone lines leased by the applicant from the Bell system lines, play-by-play descriptions of high school football and basketball games originating in Douglas after local sunset on Fridays and Saturdays to XEFH Agua Prieta, Mexico (1370 kc, 5 kw), for period of six months. Ann. Jan. 6.

KYCA Prescott, Ariz.—Granted change of operation on 1490 kc from 250 w, unl. to 250 w-N, 1 kw-LS; engineering condition. Ann. Dec. 29.

APPLICATIONS

KCKC San Bernardino, Calif.—Cp to increase daytime power from 500 w to 5 kw, install new trans. and change from DA-N to DA-2 (1350 kc). Ann. Jan. 5.

WIBV Belleville, Ill.—Cp to increase power from 1 kw to 5 kw, change hours of operation from D to unl., change ant.-trans. location, install DA-2 and new trans. (1260 kc). Ann. Jan. 6.

WAYE Dundalk, Md.—Cp to increase power from 500 w to 1 kw, install DA-D, change studio location and station location to Baltimore, Md. (860 kc). Ann. Jan. 6.

KLGR Redwood Falls, Minn.—Cp to increase power from 100 w to 250 w (1490 kc). Ann. Jan. 5.

WCSS Amsterdam, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Requests waiver of Sec. 1.106(b), 3.21(c), 1.354(c) and 1.361(b) of rules (1490 kc). Ann. Jan. 5.

WFNS Burlington, N.C.—Mod. of license to change station location to Burlington-Graham, N.C. (1150 kc). Ann. Jan. 6.

WCDJ Edenton, N.C.—Cp to change frequency from 1260 kc to 610 kc, decrease power from 1 kw to 500 w, make changes in ant. system (increase height) and make changes in trans. equipment (610 kc). Ann. Jan. 5.

WCIN Cincinnati, Ohio—Mod. of cp (BP-11,539) to change ant.-trans. location, make changes in DA system (one additional tower) and changes in ground system (1480 kc). Ann. Jan. 6.

KUMA Pendleton, Ore.—Cp to change from employing DA-2 to nighttime only (1290 kc). Ann. Jan. 5.

WANS Anderson, S.C.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. (1280 kc). Ann. Dec. 29.

New Am Stations

ACTION BY FCC

Aurora, Ill.—Russell G. Salter. Granted 1580 kc, 250 w, D. P.O. address 914 S. Catherine Ave., La Grange, Ill. Estimated construction cost $24,750, first year operating cost $48,000, revenue $65,000. Mr. Salter, 50% owner of WBEL Beloit, Wis. and WTAQ La Grange, Ill., and minority owner of WCHF Chippewa Falls, Wis., will be sole owner. Ann. Dec. 29.

APPLICATIONS

Makawao, Paia, Maui, Hawaii—Eugene G. Panissidi 1310 kc, 1 kw. P.O. address 1042 E. Walnut Ave., Burbank, Calif. Estimated construction cost $14,701, first year operating cost $36,000, revenue $48,000. Applicant has 40% interest in DYDR Cebu City, P.I. Ann. Dec. 31.

Loves Park, Ill.—Loves Park Bcstg. Co. 1520 kc, 5 kw D. P.O. address 1309 S. Central Ave., Rockford, Ill. Estimated construction cost $15,026, first year operating cost $34,584, revenue $38,042. Applicant is **Angelo Joseph Salvi** who is sales manager of KSSS Colorado Springs, Colo. Ann. Jan. 5.

Jackson, Mich.—Television Corp. of Michigan Inc. 1510 kc, 10 kw D. P.O. address 234 W. Michigan Ave., Jackson, Mich. Estimated construction cost $49,194, first year operating cost $144,000, revenue $160,000. Principals include **Edward E. Wilson** 60% and others. Mr. Wilson is 60% owner of WLIX-TV Jackson, Mich. and has minority holdings in WPON Pontiac, Mich. Ann. Jan. 6.

Glendive, Mont.—King's Garden Inc. 590 kc, 1 kw D. P.O. address Seattle 33, Wash. Estimated construction cost $29,500, first year operating cost $30,000, revenue $30,000. King's Garden Inc. is religious institution and licensee of KGDN and KGFM (FM) Edmonds, Wash., and KGVW Belgrade, Mont. Ann. Dec. 16.

Henderson, Nev.—G-K-J Bcstg. Inc. 1490 kc, 25 kw. P.O. address 250 E. Desert Inn Rd., Las Vegas, Nev. Estimated construction cost $19,700, first year operating cost $60,000, revenue $68,000. Principals include **Herman M. Greenspun** 50% and others. Mr. Greenspun is majority stockholder of KLAS-TV Las Vegas, Nev. Ann. Jan. 6.

Spring Valley, N.Y.—Radio Spring Valley. 1530 kc, 250 w D. P.O. address 2513 Cimmaron St., Midland, Tex. Estimated construction cost $11,716, first year operating cost $39,000, revenue $48,000. Applicant is **Petty Durwood Johnson** who is majority owner of KVWC Vernon, Tex. Ann. Jan. 6.

Ashtabula, Ohio—Quests Inc. 1600 kc, 1 kw N. P.O. address 851 Lake St., Mentor-on-the-Lake, Ohio. Estimated construction cost $34,712, first year operating cost $43,000, revenue $60,000. Principals include **Kenneth S. Mapes** 67.5% and others. Ann. Jan. 6.

Barberton, Ohio — Independent Music Bcstrs. Inc. 94.9 mc, 110.9 kw. P.O. address 546 E. Florida Ave., Youngstown, Ohio. Estimated construction cost $40,433, first year operating cost $28,500, revenue $50,000. Principals include **George B. Hanna** 60.9% and others. Mr. Hanna is in insurance business. Ann. Jan. 5.

Chardon, Ohio—The Geauga Bcstg. Co. 1560 kc, 25 kw. P.O. address 131 Main St., Chardon, Ohio. Estimated construction cost $45,049, first year operating cost $51,876, revenue $74,880. Applicants are **James L.** and **Shirley J. Werner** equal partners. Mr. Werner is attorney. Ann. Jan. 5.

Lenoir City, Tenn.—Lenoir Bcstg. Inc. 1520 kc, 1 kw D. P.O. address Lenoir City, Tenn. Estimated construction cost $17,710, first year operating cost $30,000, revenue $35,000. Applicants are **Robert T. Miller, Alvin B. Corum** and **Charles T. Eblen,** 33⅓% each. Mr. Miller is in textile business; Mr. Corum is in lumber business; Mr. Eblen is attorney. Ann. Dec. 31.

Slaton, Tex.—Roberts Bcstg. Co. 1530 kc, 1 kw D. P.O. address 3302 34th St., Lubbock, Tex. Estimated construction cost $14,441, first year operating cost $21,000, revenue $33,000. Applicants are **Elvis Roberts** and **Henry Holmes,** equal partners, who are both in real estate. Mr. Roberts has minority interest in KWEL Midland, Tex. Ann. Jan. 6.

Temple, Tex.—Radio Temple. 1530 kc, 1 kw D. P.O. address Box 8036, Ft. Worth, Tex. Estimated construction cost $13,566, first year operating cost $36,000, revenue $42,000. Applicant is **David R. Worley** who is majority owner of KLEA Lovington, N.M., KBUY Amarillo and 50% owner of KSEL Lubbock, both Texas. Ann. Jan. 5.

Quantico, Va.—Radio One Co. 1530 kc, 250 w D. P.O. address 202 W. Church St., Manassas, Va. Estimated construction cost $16,090, first year operating cost $50,000, revenue $60,000. Principals include **Harold H. Hersch** 70% and others. Mr. Hersch has 42½% interest in WPRW Manassas, Va. Ann. Jan. 6.

New Fm Stations

ACTIONS BY FCC

Charlotte, N.C.—Charlotte Bcstrs. Inc. Granted 104.7 mc, kc, 1 kw. P.O. address 121 W. 7th St., Charlotte, N.C. Estimated construction cost $14,080, first year operating cost $13,000, revenue $18,000. Principals include **James Ray Marks Jr.** 14%, **Bailey W. Hobgood** 7% and others. Mr. Marks Jr. is in construction business. Mr. Hobgood is former program director of WBT Charlotte. Ann. Dec. 29.

***Cincinnati, Ohio—U. of Cincinnati.** Granted 90.9 mc, 4.7 kw. P.O. address Cincinnati, Ohio (% Frank T. Purdy, dir. for development). Estimated construction cost $27,491, first year operating cost $37,370. Ann. Dec. 29.

Sparta, Wis.—Sparta-Tomah Bcstg. Inc. Granted 97.1 mc, 16 kw. P.O. address 124½

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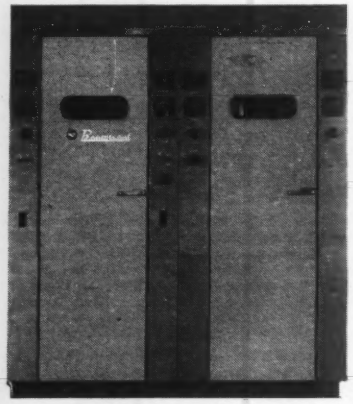

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through January 6

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,393	59	76	765
FM	641	30	166	117
TV	468[1]	54	98	133

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through January 6

	VHF	UHF	TV
Commercial	446	76	522
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through November 30, 1959

	AM	FM	TV
Licensed (all on air)	3,385	609	466[1]
CPs on air (new stations)	56	55	56[2]
CPs not on air (new stations)	85	159	99
Total authorized stations	3,526	823	672
Applications for new stations (not in hearing)	506	83	61
Applications for new stations (in hearing)	234	27	60
Total applications for new stations	740	110	121
Applications for major changes (not in hearing)	630	32	34
Applications for major changes (in hearing)	175	6	17
Total applications for major changes	805	37	51
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

S. Water St., Sparta, Wis. Estimated construction cost $25,377, first year operating cost $12,000, revenue $15,000. Co-owners are **Vena H.** and **John D. Rice.** Vena H. Rice owns and operates farms. John D. Rice is minority owner KCUE Redwing, Minn. Ann. Dec. 29.

Seattle, Wash.—Seattle Bcstg. Co. 94.1 mc, 5.8 kw. P.O. address 1100 W. Florida St., Seattle, Wash. Estimated construction cost $12,767, first year operating cost $1,500. Seattle Bcstg. Co. is licensee of KOL Seattle. Applicant station will duplicate am programming. Ann. Dec. 29.

APPLICATIONS

Portland, Ore.—Plains Radio Bcstg. Co. 99.5 mc, 7.8 kw. P.O. address Amarillo, Tex. Estimated construction cost $33,170, first year operating cost $36,000, revenue $45,000. Principals include **Globe-News Pub. Co.** owns 81% of Plains Radio which is licensee of KGNC-AM-FM Amarillo and KFYO Lubbock, both Tex. Globe-News is licensee of KGNC-TV Amarillo. Ann. Jan. 6.

***Clemson, S.C.—Clemson Agricultural College.** 88.1 mc, 10 w. P.O. address Clemson, S.C. Estimated construction cost $2,250, first year operating cost $1,116. Ann. Jan. 5.

Existing Fm Stations

APPLICATIONS

WTOL-FM The Community Bcstg. Co., Toledo, Ohio—Cp to increase ERP from 1.3 kw to 50 kw, increase ant. height above average terrain to 616 feet, change ant.-trans. location and install new trans. Ann. Dec. 31.

KLAY-FM Tacoma, Wash.—Cp to change frequency from 105.3 mc, ch. 292 to 106.1 mc, ch. 291, increase ERP from 850 w to 3.4 kw, change ant.-trans. and studio locations, operate trans. by remote control, make changes in ant. system, decrease ant. height above average terrain from 240 feet to 235 feet and install new trans. Ann. Dec. 29.

CALL LETTERS ASSIGNED

KGGK (FM) Garden Grove, Calif.—Harold Lampel.

*WSIU (FM) Carbondale, Ill.—Southern Illinois U. Changed from *WSRV (FM).

WSMI-FM Litchfield, Ill. — Mid-Illinois Bcstg. Co.

WVMC-FM Mt. Carmel, Ill.—WVMC.

*KPPS-FM Parsons, Kan.—Board of Education, Parsons

WRLX (FM) Hopkinsville, Ky.—Hopkinsville Bcstg. Inc. Changed from WHOP-FM.

WBCM-FM Bay City, Mich.—Michigan Bcstg. Co.

WDTM (FM) Detroit, Mich.—Taliesin Bcstg. Co.

WBBC (FM) Jackson, Mich.—Booth Bcstg. Co. Changed from WMKZ (FM).

KLIZ-FM Brainerd, Minn. — Brainerd Bcstg. Co.

KNOF (FM) St. Paul, Minn.—Selby Gospel Mission.

KSTL-FM St. Louis, Mo.—Radio St. Louis Inc.

WRLB (FM) Long Branch, N.J.—Long Branch Bcstg. Inc.

*WCSQ (FM) Central Square, N.Y.—School District #1

KIHI (FM) Tulsa, Okla.—Video Independent Theatres Inc.

*WSMC-FM Collegedale, Tenn.—Southern Missionary College Inc.

KCPX-FM Salt Lake City, Utah—Columbia Pictures Electronics Inc. Changed from KDYL-FM.

Ownership Changes

ACTIONS BY FCC

Commission granted transfer of control of Northeast Radio Corp. [WRRA (FM) Ithaca, WRRC (FM) Cherry Valley Township, WRRD (FM) De Ruyter Township, WRRE (FM) South Bristol Township, and WRRL (FM) Weathersfield Township, N.Y.] from Cooperative Grange League Federation Exchange Inc., to Ivy Bcstg Inc., for consideration of $438,000, conditioned that Allan H. Treman relinquishes his office as trustee of Cornell U., Ithaca, by June 30, 1960, and not reaccept that trustee position so long as he, or anyone in privity with him due to family or business relationship, shall have an interest in broadcast stations which serve substantially same areas as those served by University's stations WHCU AM-FM, Ithaca. Ivy Bcstg. Inc. owns all stock of Civic Bcstg. Corp. (WOLF), Syracuse, and stockholders collectively own 92% of stock of Radio Ithaca (WTKO) Ithaca. Chmn. Doerfer absent. Ann. Jan. 6.

WLOF-TV Orlando, Fla.—Granted acquisition of positive control by **Joseph L. Brechner** through purchase of stock from **John W. Kluge;** consideration $350,000. Ann. Dec. 29.

WLS Chicago, Ill.—Granted acquisition of positive control by **American Broadcasting-Paramount Theatres Inc.** (ABC network) through purchase of 100% of stock of **The Prairie Farmer Pub. Co.,** half-owner of WLS for $6,000,000 and other considerations, which will give ABC sole control of WLS; grant is without prejudice to such action as Commission may deem warranted as result of its final determinations with respect to

(1) conclusions and recommendations of network study staff report, and (2) related studies and inquiries now being considered or conducted by Commission. Comr. Bartley dissented. Ann. Dec. 29.

WEEK Peoria, Ill.—Granted assignment of license to **Peoria Bcstg. Co.** (John Cleary, president); consideration $150,000. Chmn. Doerfer absent. Ann. Jan. 6.

KJET Beaumont, Tex.—Granted assignment of license to **Golden Triangle Bcstg. Co.**; consideration $175,000. **Leon S. Walton,** assignee president, owns KOPY Alice, Tex. Chmn. Doerfer absent. Ann. Jan. 6.

WMVA Martinsville, Va.—Granted program test authority pending action on application for license covering change of operation on 1450 kc from 250 w Unl. to 250 w-N, 1 kw-LS. By letter, denied request by Patrick Henry Bcstg. Corp. (WHEE) Martinsville, to withhold program test authority and to designate application for hearing. Ann. Jan. 6.

WMRW Merrill, Wis.—Granted assignment of cp to **Thunder-Bird Bcstg. Inc.**; consideration $5,600. Eugene A. Halker, assignee president, has interest in WATW Ashland and WQMN Superior, both Wisconsin. Ann. Dec. 29.

APPLICATIONS

KCLF Clifton, Ariz.—Seeks assignment of license from **Gila Bcstg. Inc.** to **Earl Perrin Co.** for $185,000 which includes sale of five other stations reported below. Principal is **Earl R. Perrin** 88.6%, who is in advertising business. Ann. Dec. 31.

KCKY Coolidge, Ariz.—Seeks assignment of license from **Gila Bcstg. Inc.** to **Earl Perrin Co.** for $185,000 which includes sale of five other stations reported below. Principal is **Earl R. Perrin** 88.6%, who is in advertising business. Ann. Dec. 31.

KWJB-AM-FM Globe, Ariz.—Seeks assignment of license from **Gila Bcstg. Inc.** to **Earl Perrin Co.** for $185,000 which includes sale of five other stations reported below. Principal is **Earl R. Perrin** 88.6%, who is in advertising business. Ann. Dec. 31.

KGLU Safford, Ariz.—Seeks assignment of license from **Gila Bcstg. Inc.** to **Earl Perrin Co.** for $185,000 which includes sale of five other stations here reported. Principal is **Earl R. Perrin** 88.6%, who is in advertising business. Ann. Dec. 31.

KVNC Winslow, Ariz.—Seeks assignment of license from **Gila Bcstg. Inc.** to **Earl Perrin Co.** for $185,000 which includes sale of five other stations here reported. Principal is **Earl R. Perrin** 88.6%, who is in advertising business. Ann. Dec. 31.

KRKS Ridgecrest, Calif.—Seeks transfer of control of **Gilson Bcstg. Corp.** from **Leland J. Gillette** and **Kenneth F. Nelson,** 40% each, and **Frank L. Carlson,** 20%, to Messrs. Gillette and Nelson, equal partners. No financial consideration involved. Stock transfer cancels Mr. Carlson's debt to his partners. Ann. Jan. 5.

WWJB Brooksville, Fla.—Seeks assignment of license from **Brooksville Bcstg. Service** to **Brooksville Bcstg. Service Inc.** Change to corporation, no ownership changes involved. Ann. Dec. 31.

WBBQ Augusta, Ga.—Seeks transfer of control of **Savannah Valley Bcstg. Co.** from **Thurston H.** and **Gladys S. Bennett** 50.32% and **George G. Weiss** 49.68% to Mr. Weiss for $43,000 plus assumption of debts totalling $106,500. Mr. Weiss is employe of equipment leasing firm. Ann. Jan. 5.

WBBQ-FM Augusta, Ga.—Seeks transfer of control of **Musicast of the South Inc.** from **Thurston H.** and **Gladys S. Bennett,** 50.32%, and **George G. Weiss,** 49.68% to Mr. Weiss for $43,000 plus assumption of debts totalling $106,500. Musicast is wholly owned subsidiary of Savannah Valley Bcstg. Co., licensee of WBBQ. Ann. Jan. 5.

KYTE Pocatello, Idaho—Seeks transfer of control of **Pocatello Bcstg. Co.** from **Thomas R. Becker** 53⅓%, **Andrew H. Becker** 26⅔%, and **Al Stuezle** 20% to **Thomas R. Becker** and **Francis J. Riordan** 40% each and Mr. Stuezle 20% for $20,000 paid by Mr. Riordan for his shares. Ann. Jan. 6.

WQUA Moline, Ill.—Seeks assignment of license from **WQUA Inc.** to **Radio Moline Inc.** for $182,000. Principal purchaser is **Kankakee Daily Journal Co.** 70%, owner of WKAN Kankakee. Ann. Dec. 31.

KNOE Monroe, La.—Seeks assignment of license from **James A. Noe,** sole owner, to **KNOE Inc.** Change to corporation; no financial consideration or ownership changes involved. Ann. Dec. 22.

WBRK Pittsfield, Mass.—Seeks transfer of control of **Graylock Bcstg. Co.** from **WKNE Corp.** and **Kingston Bcstg. Corp** 43% each and others, to individual stockholders of above named companies. After transfer **Joseph K. Close** will own 47.4% of stock. No. financial consideration involved. Ann. Dec. 31.

KMIN Grants, N.M.—Seeks assignment of license from **Grants Bcstg. Co.** to **Tom E.** and **Tolbert Foster** 20% each and others for $127,500. Tom E. Foster has 60% interest in KDET Center, Tex. and minority interest in KGUN-TV Tucson, Ariz. Tolbert Foster has 40% interest in KDET and also has minority interest in KGUN-TV. Ann. Jan. 6.

WINE-AM-FM Amherst, N.Y.—Seeks assignment of license from **Western New York Bcstg. Co.** to **The McLendon Corp.** for $179,000. The McLendon Corp. is licensee of KLIF Dallas, KILT Houston, KTSA San Antonio, all Texas, WAKY Louisville, Ky., KEEL Shreveport, La. and KABL Oakland, Calif. Ann. Dec. 31.

KBKR Baker, Ore.—Seeks transfer of control of **Oregon Trail Bcstg. Inc.** from **Barbara L. Lockwood,** executrix of estate of **Ruth H. Jacobs,** deceased, to **Barbara L. Lockwood** individually. Ann. Jan. 5.

KLIQ Portland, Ore.—Seeks transfer of control of **KLIQ Bcstrs.** from **John F. Malloy** and **Stanley G. Breyer,** equal partners, to Messrs. Malloy, Breyer and **Donald A. Breyer,** 33⅓% each for $37,500. Donald A. Breyer was formerly west coast sales representative. Ann. Jan. 6.

WPIC-AM-FM Sharon, Pa.—Seeks transfer of negative control from **Alistair B. Martin,** 50%, Class A voting stock and 47.7% Class B non voting stock, to trust which includes Mr. Martin, **Bessemer Trust Co.,** and **Howard Phipps Jr.** No ownership changes or financial considerations involved. Ann. Dec. 30.

WGUS North Augusta, S.C.—Seeks assignment of license of **Broadcast Assoc. of America Inc.** from **Hal Edwards, Henderson Belk** and **Kye Harris** all 33⅓% to Mr. Belk 66⅔% and Mr. Harris 33⅓%. No. financial consideration involved. Ann. Dec. 28.

KPET Lamesa, Tex.—Seeks assignment of license from **Lamesa Bcstg. Co.** to **Thomas E. Conner** and **Robert E. Bradbury Jr.** equal partners for $150,000. Messrs. Connor and Bradbury Jr. are equal partners in KHEM Big Spring, Tex. Ann. Dec. 31.

KONO-AM-FM-TV San Antonio, Tex.—Seeks transfer of control of **Mission Bcstg. Co.** from **Eugene J. Roth** 51.4% class A voting stock and others to **Eugene J. Roth** 18.43% and others. Reorganization of voting stock whereby class A and B are merged as one. Under proposed changes **Bob A.** and **Jack Roth** will own 28.93% each. Mission Bcstg. Co. is 50% owner of Mission Telecasting Corp., licensee of KONO-TV. Ann. Dec. 31.

KOFE Pullman, Wash.—Seeks transfer of control of **KOFE Inc.** from **Herbert Everitt,** 60%, and others to **Mr. Everitt,** 36%, **William Wippel,** 24%, and others for $12,000 paid by Mr. Wippel for his shares. Ann. Jan. 5.

Hearing Cases

FINAL DECISIONS

By order, Commission made effective immediately Nov. 17 initial decision and granted application of Russell G. Salter for new am station to operate on 1580 kc, 250 w-D, in Aurora, Ill. Ann. Dec. 29.

By order, Commission made effective immediately Nov. 17 initial decision and (1) dismissed protest of Wichtex Radio and Television Co. (KFDX-TV ch. 3) Wichita Falls, Tex., and (2) affirmed July 29 grant of application of Oklahoma Quality Bcstg. Co. to change trans. location of KSWO-TV (ch. 7) Lawton, Okla., from about 4 miles east of Lawton and 49 miles northeast of Wichita Falls to about 32 miles from Lawton and 24 miles from Wichita Falls, increase ERP to 25 dbk (316 kw) vis. and 22 dbk (158 kw) aur., change type ant. and trans. and make other equipment changes, with ant. height 1,050 ft. Ann. Dec. 29.

By order, Commission, on petition by KVOS Inc. (KVOS) Bellingham, Wash., made effective immediately Dec. 4 initial decision and granted application of KVOS to increase daytime power from 1 kw to 5 kw, continuing operation on 790 kc, 1 kw-N, DA-N, and denied application of Richard L. DeHart for new am station on 800 kc, 250 w-D, in Mountlake Terrace, Wash. Ann. Jan. 6.

By decision, Commission (1) affirmed Commission's Oct. 15 and Nov. 5, 1958 grants of applications of Tomah-Mauston Bcstg. Inc., for new am station (WTMB) to operate on 1390 kc, 500 w-D, in Tomah, Wis. and mod. of CP to reduce maximum expected operating value and (2) denied protest by William C. Forrest (WRDB) Reedsburg, Wis. Comr. Cross not participating. March 31, 1959 initial decision looked toward this action. Ann. Jan. 6.

Staff Instructions

Commission on Jan. 6 directed preparation of document looking toward (1) denying petition by Bible Institute of Los Angeles Inc. (KBBI [FM]) Los Angeles, Calif., to reopen record and remand to examiner for further hearing and (2) affirming April 24, 1959 initial decision which would dismiss for default application of Falcon Bcstg. Co. for new class A fm station to operate on 107.1 mc in Vernon, Calif., and grant appli-

NORTHERN CALIFORNIA—Fulltime, small market, radio station. Grossed over $40,000.00 in 1959 and in the black. Both gross and net could be considerably improved by owner-operator. Total price $57,500.00 with $20,000.00 down and the balance on terms.

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cation of Sierra Madre Bcstg. Co. for similar station in Sierra Madre.

INITIAL DECISIONS

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Fisher Bcstg. Co. for new tv station to operate on ch. 2 in Portland, Ore., and denying competing application of Tribune Publishing Co. Ann. Dec. 31.

Hearing Examiner J.D. Bond issued initial decision looking toward granting application of Charlotte Radio & Television Corp. to change operation of station WGIV Charlotte, N.C., on 1600 kc from 1 kw D, to 500 w-N, 1 kw-LS, DA-N, and change trans. location. Ann. Dec. 31.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by Tampa Telecasters Inc., for review of Examiner's ruling excluding admission in evidence of series of exhibits relating to Tampa's equipment and program proposals in the Largo, Fla., ch. 10 comparative proceeding. Ann. Dec. 29.

Creek County Bcstg. Co., Sapulpa Bcstg. Corp., Sapulpa, Okla., Tinker Area Bcstg. Co., Midwest City, Okla.—Designated for consolidated hearing applications for new am stations to operate on 1220 kc, DA-D—Creek County, Sapulpa, and Tinker Area with 1 kw, and Cooper with 250 w; made KOFO Ottawa, Kan., and KOKL Okmulgee, parties to proceeding. Ann. Jan. 6.

Service Bcstg. Co., Concord, Calif.—Designated for hearing application for new am station to operate on 1480 kc, 500 w, DA-D; made KAFP Petaluma, party to proceeding. Ann. Jan. 6.

David L. Kurtz, Media, Pa.—Designated for consolidated hearing applications for new class B fm stations to operate on 100.3 mc. Ann. Jan. 6.

By memorandum opinion and order, Commission denied petition by Concert Network Inc. (WHCN [FM]) Hartford, Conn., to enlarge issues in consolidated proceeding on applications of Suburban Bcstg. Inc., and Camden Bcstg. Co. for new fm stations in Mount Kisco, N.Y., and Newark, N.J., respectively. Chmn. Doerfer abstained from voting. Ann. Jan. 6.

By memorandum opinion and order, Commission denied petition by Sangamon Valley Television Corp. for reconsideration of Oct. 7 denial of its motion to delete issues 2(a) and (b), modify, clarify, or delete issue 3, and from evidentiary hearing in Springfield, Ill., deintermixture rulemaking remand proceeding. Ann. Jan. 6.

By memorandum opinion and order, Commission denied petition by Tomah-Mauston Bcstg. Inc., for enlargement of issues in consolidated proceeding on its application to change facilities of WTMB Tomah, Wis., from 1390 kc, 500 w D, to 1220 kc, 1 kw D, and application of Bill S. Lahm for new station to operate on 1220 kc, 500 w D, in Wisconsin Rapids, Wis. Ann. Jan. 6.

By order, Commission (1) denied request by Baw Beese Bcstrs. Inc., for acceptance for filing as of May 15 tendered date of its application to change operation of WCRS Hillsdale, Mich., on 1340 kc from 100 w, unl. to 250 w-N, 500 w-LS and for designation for hearing on comparative basis with other applications included in Oct. 6, 309 (b) letter concerning operation on 1340-1350 kc, and (2) ordered that WCRS application retain July 29 filing date. Ann. Dec. 29.

WOPT-TV Chicago, Ill., WCAN-TV Milwaukee, Wis.—By letter, Commission denied petitions for reconsideration of its July 11, 1956 action returning applications for assignment of cps to Television Exhibitors of America Inc. (100% owned by Lou Poller) which were accompanied by petitions for waiver of rules to enable these stations to devote 25% of their time to subscription tv; also dismissed applications. Neither station went on the air. Chmn. Doerfer absent. Ann. Jan. 6.

Dixie Radio Inc., Brunswick, Ga., Radio New Smyrna Inc., New Smyrna Beach, Fla.—Designated for consolidated hearing applications for new am stations to operate on 1550 kc, D—Dixie with 1 kw and Radio New Smyrna with 250 w made WPAP Fernandina Beach, Fla., party to proceeding. Ann. Dec. 29.

Radio Anchorage Inc., Anchorage, Alaksa—Is being advised that application for new tv station to operate on ch. 13 indicates necessity of hearing. Ann. Jan. 6.

Routine Roundup

Commission invited comments by Feb. 19 to proposed criteria and requirments which would govern "interim" assignment of vhf television stations at shorter co-channel separation than minimum spacings stated in rules.

Under these proposals Commission would consider such snort-spaced vhf assignments in limited number of important tv markets —not yet designated—where such action would make possible third (in some cases second) local vhf outlet.

In selecting specific markets Commission proposed to include only markets where need for additional service outweighs need for any service lost as result of interference to existing stations.

Other requirements would be that new vhf service would not have substantial adverse effect upon established uhf services and that such new assignments would not require excessive number of channel changes of existing stations.

New vhf stations at short spacings would be required to give existing stations protection equivalent to that provided for in rules governing minimum spacings for maximum ant. heights and powers.

Commission also proposed adoption of new tv propagation and interference curves based on field strength measurements which have become available since sixth report and order was adopted in 1952, and proposed to revise definitions of service areas.

Additionally, Commission proposed reduction of minimum vhf adjacent channel separations from 60 to 40 miles. This proposal is based on studies showing that adjacent channel stations 40 miles apart will cause less mutual interference than had previously been anticipated for adjacent channel stations 60 miles apart. Ann. Jan. 4.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Granted petition by Southbay Broadcasters for extension of time to Jan. 15 to respond to petition by KFWB Bcstg. Corp. to enlarge issues in proceeding on Southbay's application for a new am station in Chula Vista, Calif. Action Dec. 29.

Granted petition by Carnegie Bcstg. Co., for extension of time to Jan. 11 to file replies to exceptions by Jeanette Bcstg. Co. and Broadcast Bureau in proceeding on applications of Jeanette and Carnegie, new am stations in Jeanette and Carnegie, both Pennsylvania. Action Dec. 29.

Granted petition by May Bcstg. Co. for extension of time to Jan. 27 to reply to exceptions and brief of Broadcast Bureau on May's application for renewal of license of KMA Shenandoah, Iowa. Action Dec. 30.

Granted petition by Broadcast Bureau for extension of time to Dec. 21 to file responsive pleadings to petition by Rossmoyne Corp. (WCMB) Harrisburg, Pa., for review of Chief Hearing Examiner's order denying its petition for intervention in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA) Fredericksburg, Va., et al. Action Dec. 21.

Granted petition by Armin H. Wittenberg Jr., for further extension of time to Jan. 5 to file exceptions to initial decision in proceeding on his application and that of Pasadena Presbyterian Church for new fm stations in Los Angeles and Pasadena, Calif. Action Dec. 21.

Granted petition by Television Bcstrs. Inc., for extension of time to Jan. 5, 1960, to respond to petition by Brown Telecasters Inc., for reconsideration and rehearing in Beaumont, Tex., tv ch. 12 proceeding.

By Chief Hearing Examiner James D. Cunningham

Scheduled following proceedings for hearing on dates indicated March 10: Suburban Broadcasters for new fm station in Elizabeth, N. J. March 16: am applications of Dixie Radio Inc., Brunswick, Ga., and Radio New Smyrna Inc., New Smyrna Beach, Fla., Jefferson County Bcstg. Co., Madras, and Ralph J. Silkwood, Klamath Falls, both Oregon; March 17: Radio Atascadero, Atascadero, and Cal-Coast Bcstrs., Santa Maria, both California; March 21: application of Atom Bcstg. Corp. for cp for new am station (WAUB) in Auburn, N.Y., WMBO, Inc., and Auburn Pub. Co. for renewal of licenses, respectively, of WMBO-AM-FM also in Auburn, am applications of Sunbury Bcstg. Corp. (WKOK) Sunbury, Pa. March 24: KDEF Broadcasting Co. (KDEF) Albuquerque, N.M. Actions Jan. 4.

Held in abeyance action on request by Broadcast Bureau to change place of hearing in matter of revocation of license of Mile High Stations Inc., for KIMN Denver, Colo., from Washington, D.C., to Denver, pending completion of prehearing conferences in matter which are scheduled to commence Jan. 8. Action Jan. 5.

Scheduled hearing for Feb. 23 in proceeding on applications of United Elec-

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tronics Laboratories Inc., and Kentuckiana Tv Inc., for new tv stations to operate on ch. 51 in Louisville, Ky. Action Dec. 23.

Scheduled hearing for March 9 in proceeding on application of Shelby County Bcstg. Co., for new am station in Shelbyville, Ind., et al. Action Dec. 23.

Scheduled hearing for Feb. 10 in proceeding on application of Bakersfield Bcstg. Co. (KBAK-TV) Bakersfield, Calif. Action Jan. 4.

Granted motion by County Bcstg. Corp. for dismissal without prejudices of its application for new am stations in Gloucester, Mass., and retained in hearing status remaining applications involved in consolidation—Consolidated Bcstg. Industries Inc., Natick, Mass., et al. Action Jan. 4.

Granted petition by Graves County Bcstg. Inc., for dismissal without prejudice of its application for new am station in Providence, Ky., and retained in hearing status am application of Muhlenberg Bcstg. Co. (WNES) Central City, Ky. Action Jan. 4.

Granted petition by Broadcasters Ore. Ltd. for dismissal without prejudice of its application for consent to the asignment of licenses of stations KPAM and KPFM (FM) Portland, Ore., to Gospel Bcstg. Co. terminated proceedings and dismissed all pending pleadings. Action Jan. 4.

Scheduled hearing for March 7 in proceedings on applications of A. F. Misch for new am station in Coffeyville, Kan., et al. Action Dec. 23.

Scheduled hearing for March 9 in proceeding on fm application of Eastern States Bctg. Corp. (WSNJ-FM) Bridgeton, N.J., et al. Action Dec. 23.

By Hearing Examiner J. D. Bond

Granted petition by High Fidelity Stations Inc. (KPAP) Redding, Calif., for extension of time from Dec. 18 to Dec. 21 to file proposed findings of fact and conclusions of law in proceeding on am applications of Entertainment and Amusements of Ohio Inc., Solvay, and WMBO Inc. (WMBO) Auburn, N.Y. Action Dec. 23.

Granted petition by High Fidelity Stations Inc. (KPAP) Redding, Calif., for continuance of hearing on its am application from Jan. 7 to April 6. Action Jan. 4.

By Hearing Examiner Thomas H. Donahue

Granted motion by Caro Bcstg. Co. for extension of time from Jan. 18 to Jan. 29 to file proposed findings of fact and conclusions of law in proceeding on its application and that of Tuscola Bcstg. Co., for new am stations in Caro, Mich. Action Jan. 4.

By Hearing Examiner Charles J. Frederick

Dismission motion by Herman Handloff, Newark, Del., for resumption of hearing on Jan. 12, which hearing is already scheduled for that date and shall commence at 10 a.m., instead of 9 a.m., in proceeding on Mr. Handloff's am application and those of Alkima Bcstg. Co. and Howard Wasserman, West Chester, Pa. Action Dec. 30.

By Hearing Examiner Millard F. French

By agreement of parties, scheduled hearing for Jan. 5 at 9:30 a.m., in proceeding on am applications of Graves County Bcstg. Inc., Providence, and Muhlenberg Bcstg. Co. (WNES), Central City, both Kentucky. Action Dec. 23.

By Hearing Examiner Walther W. Guenther

Scheduled prehearing conference for Jan. 14 in proceeding on application of Coast Ventura Co. (KVEN-FM) Ventura, Calif. Action Dec. 22.

Scheduled prehearing conference for Jan. 20 in proceeding on applications of The Walmac Co., for renewal of licenses of KMAC and KISS (FM) San Antonio, Tex. Action Dec. 29.

By Hearing Examiner Isadore A. Honig

Denied petition by Evelyn R. Chauvin Schoonfield for leave to amend her application for renewal of license of WXFM (FM) Elmwood Park, Ill., and rejected proposed amendment; application is in consolidated proceeding with fm applications of Blue Island Community Bcstg. Inc., Blue Island, Ill., et al. Action Dec. 30.

On own motion, corrected in various respects transcript of hearing in proceeding on applications of WJIV Inc. (WJIV) Savannah, Ga., et al; afforded five days for objections. Action Dec. 24.

By Hearing Examiner Annie Neal Huntting

Scheduled prehearing conference for 2 p.m., Jan. 13 in proceeding on applications of United Electronics Laboratories Inc. and Kentuckiana Television Inc., for new tv stations to operate on ch. 51 in Louisville, Ky. Action Dec. 29.

Scheduled prehearing conference for 2 p.m., Jan. 19 in proceeding on applications of Shelby County Bcstg. Co., for new am station in Shelbyville, Ind., et al. Action Dec. 29.

Granted petition by United Bcstg. Co. (KVOG) Ogden, Utah, for continuance of date for preliminary exchange of information from Dec. 21 to Jan. 4, date for exchange of exhibits constituting direct cases of applicants from Dec. 29 to Jan. 12, and date for hearing from Jan. 6 to Jan. 20 in consolidated am proceeding on United's application et al. Action Jan. 5.

By Hearing Examiner H. Gifford Irion

Scheduled hearing conference relating to non-engineering issues for applications in group A on Jan. 6 in consolidated proceeding on am applications of Charles J. Lanphier, Golden Valley, Minn., et al. Action Dec. 22.

Cancelled hearing conference relating to nonengineering issues for applications in group A now scheduled for Jan. 6 in consolidated am proceeding on applications of Charles J. Lanphier, Golden Valley, Minn., et al. Action Jan. 5.

Scheduled prehearing conference for Jan. 19 in consolidated proceeding on am applications of A. F. Misch, Coffeyville, Kan., et al. Action Jan. 5.

By Hearing Examiner David I. Kraushaar

Upon request by E. O. Smith and with consent of other parties in proceeding on Mr. Smith's application and that of William P. Ledbetter for new am stations in Tolleson, Ariz., continued prehearing conference from 2 p.m., Jan. 8 to 10 a.m., Jan. 12. Action Jan. 4.

Upon request by Straits Bcstg. Co. (WCBY) Cheboygan, Mich., respondent, and with consent of other parties to proceeding on am application of Hiawathaland Bcstg. Co. (WSOO) Sault Ste. Marie, Mich., continued prehearing conference from 2 p.m., Jan. 7, to Jan. 20 at 2 p.m. Action Jan. 4.

By Hearing Examiner Forest L. McClenning

Granted petition by Laird Bcstg. Inc., for continuance of hearing from Jan. 11 to April 12 in proceeding on its application for new am station in Cedar Rapids, Iowa. Action Jan. 5.

Granted petition by Centre Bcstg. Inc. for continuance of hearing from Jan. 4 to Jan. 20 in proceeding on applications of Bald Eagle-Nittany Bcstrs. and Suburban Bcstg. Corp. for new am stations in Bellefonte and State College, Pa., and ordered that initial session of hearing shall be restricted to offering into evidence of direct testimony previously exchanged among parties. Action Dec. 30.

Scheduled hearing conference for Jan. 18 in proceeding on am application of Radio Americas Corp. (WORA) Mayaguez. P.R. Action Dec. 23.

By Hearing Examiner Herbert Sharfman

Upon request by International Good Music Inc., and without objection by other parties, further continued hearing from Jan. 28 to Feb. 23, exchange of written cases from Jan. 7 to Jan. 28, and for cross-examination from Jan. 21 to Feb. 11, in proceeding on International's application and that of Lawrence W. Felt for new fm stations in Carlsbad and San Diego, Calif. Action Jan. 4.

By Hearing Examiner Elizabeth C. Smith

Received in evidence exhibit No. 3 of Bert Williamson and Lester W. Spillane (being an affidavit of Thomas J. Davis, Jr., one of members of Goleta Bcstg. Associates) and closed record in proceeding on applications of Goleta and Bert Williamson and Lester W. Spillane for new am stations in Goleta and Santa Barbara, Calif. Action Jan. 4.

Granted joint motion by George T. Hernreich and Patteson Brothers for continuance of hearing from Jan. 5 to Jan. 21 in proceeding on their applications for new tv stations to operate on ch. 8 in Jonesboro, Ark. Action Jan. 4.

Granted motion by Bay Area Electronic Assoc. for continuance of further hearing from Dec. 28 to Jan. 28 in proceeding on its application for new am station in Santa Rosa, Calif. Action Dec. 22.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of December 31

KPRC-AM-TV Houston, Tex. — Granted relinquishment of control by **W.P. Hobby** thrcugh transfer of stock to **The Hobby Foundation.**

Granted licenses for following am stations: KKAS Silsbee, Tex. and change type trans.; WBIC Islip, N.Y., and specify studio location; KEYL Long Prairie, Minn., and specify studio location and remote control point; WWOW Conneaut, Ohio.

Granted licenses for following fm stations: WTTC-FM Towanda, Pa. WTTR-FM Westminster, Md.; KCOM Omaha, Neb., ERP 3.42 kw; KRBE Houston, Tex.

KCLO Leavenworth, Kan.—Granted license covering increase in power, installation DA and new trans., make changes in ground system and change studio location.

WZIP Covington, Ky.—Granted license to use old main trans. as aux. trans. at main trans. location; remote control permitted.

KDKA-FM Pittsburgh, Pa.—Granted license covering changes in trans. equipment.

WKIC-FM Hazard, Ky.—Granted license covering change in frequency; remote control permitted.

KASM Albany, Minn.—Granted license covering increase in power and make changes in trans.

KXXL Bozeman, Mont.—Granted license covering change type trans. and renew ground system.

KCID Caldwell, Idaho—Granted license covering change type trans.

KWED Seguin, Tex.—Granted license covering installation new trans.

WINN Louisville, Ky.—Granted mod. of license to change name to WINN Bcstg. Corp.

KTAG-TV Lake Charles, La. — Granted extension of completion date to July 9, 1960.

Actions of December 30

WNOE New Orleans, La.—Granted assignment of license and cp to WNOE Inc.

KBOX Dallas, Tex.—Granted assignment of license to company of same name.

WIL St. Louis, Mo.—Granted assignment of cp and license to company of same name.

WJUD St. Johns, Mich.—Granted assignment of cp to Clinton County Bcstg. Inc.

WAZY Lafayette, Ind.—Granted assignment of cp to WAZY Radio Inc.

WVET-TV Rochester, N.Y.—Granted license for tv station and specify studio location; ERP vis. 316 kw, aur. 158 kw, ant. 450 ft.

WHEC-TV Rochester, N.Y.—Granted license for tv station; ERP vis. 316 kw, aur. 158 kw, ant. 450 ft.

Granted licenses for following fm stations: WOHI-FM East Liverpool, Ohio; ERP 26 kw; remote control permitted; KNDE-FM Aztec, N.M.; ERP 3.2 kw; WBIE-FM Marietta, Ga.; KEFG (FM) Waco, Tex.; ant. 220 ft.; WSIX-FM Nashville, Tenn.; KOCW (FM) Tulsa, Okla.

WMPO Middleport-Pomeroy, Ohio—Granted license for am station.

WNBQ (TV) Chicago, Ill.—Granted license covering maintenance of vis. and aur. driver of formerly licensed main trans. as aux. facilities; and changes in station; ant. height 710 ft.. Grant herein is without prejudice to such action as Commission may deem warranted as result of its final determinations with respect to; (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by Commission; and (3) pending anti-trust matters.

WJMA Orange, Va.—Granted license covering change of ant.-trans. and studio location and installation new trans.

WSJV (TV) Elkhart, Ind.—Granted cp to install aux. trans. at main trans. and ant. location.

KXEN Festus-St. Louis, Mo.—Granted mod. of cp to change type trans.

KBAM Longview, Wash.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KDSJ-TV Lead, S.D. to April 15, 1960; KXEN Festus-St. Louis, Mo. to Feb. 15, 1960.

Actions of December 29

WMC-WMCF (FM)-WMCT (TV) Memphis, **Tenn.**—Granted assignment of licenses to WMC Bcstg. Co.

Granted licenses for following fm stations: WWIL-FM Fort Lauderdale, Fla., and change main studio location (same as trans.); WLIR (FM) Garden City, N.Y.; ERP 750 w, remote control permitted; WQMM (FM) Memphis, Tenn.; KXRQ (FM) Sacramento, Calif., and delete operation of trans. by remote control.

WITZ Jasper, Ind.—Granted cp to install new trans.

Action of December 28

Following stations were granted extensions of completion dates as shown: WUST-FM Bethesda, Md. to April 30, 1960, WPFM (FM) Providence, R.I. to June 30, 1960; WFAA-FM Dallas, Tex. to June 30, 1960; WFGM-FM Fitchburg, Mass. to May 31, 1960; WJZZ (FM) Bridgeport, Conn. to June 22, 1960; WCLM (FM) Chicago, Ill. to May 10, 1960; KGFM (FM) Edmonds, Wash. to March 30, 1960; WNWC (FM) Arlington Heights, Ill. to April 30, 1960; WELI New Haven, Conn. to July 19, 1960; KXL Port-

(Continued on page 109)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word**—*$2.00 minimum* • **HELP WANTED 25¢ per word**—*$2.00 minimum.*
- **DISPLAY ads $20.00 per inch**—*STATIONS FOR SALE advertising require display space.*
- **All other classifications 30¢ per word**—*$4.00 minimum.*
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Need combination sales and general manager to take complete control of country and western station in California. Send background. Box 725R, BROADCASTING.

Need immediately aggressive manager for station one of better cities Rocky Mountain area. When right man proves himself has opportunity for part ownership. Box 814R, BROADCASTING.

Position open for general manager of well established station single market 10,000 population. Outstanding opportunity for man with managerial and sales ability. Excellent staff and stabilized, responsible ownership. Applicants will be thoroughly investigated as to character and financial responsibility. A.H. Washburn, President, Hope Broadcasting Company, Hope, Arkansas. Telephone PR 7-3431.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 867P, BROADCASTING.

$700 month guarantee. Present sales manager averaging around $1000.00. Position to be filled in next 60-90 days. Good small market single station in southern Illinois. If you are really a sales manager and know your business, send resume of yourself and accomplishments to Box 624R, BROADCASTING.

Salesman: Experienced, $300. Month guarantee and strong commission. Good chance to move into sales manager position at more than double starting. Midwest small station. Send full particulars to Box 625R, BROADCASTING.

South Florida metropolitan market needs experienced salesman. Apply only if you have successful radio selling record which can be verified. No beginners please, pros only. Box 720R, BROADCASTING.

Progressive chain operation desires young, aggressive, experienced radio and television time salesmen. Ample opportunities and rapid advancement for those able to create sales and follow through. Send detailed resume to Box 702, Roanoke, Virginia.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman needed by established station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Experienced radio time salesman wanted immediately. Salary plus commission and benefits. Resume, photo and past billing to: Manager, WBEC, Pittsfield, Mass.

Need salesman, announcer, program director immediately. Must be experienced and dependable, no loafers need apply. Send resume and tape to Paul E. Reid, WBHB, Fitzgerald, Georgia.

Salesman or trainee. $325 monthly against 15 and 20%. References and personal interview necessary. Contact WNCO, Ashland, Ohio.

Progressive established multiple operation, with radio and television stations in south desires young, aggressive time salesmen. Ample opportunity for rapid advancement for those able to create sales and follow through. Replies confidential. Send detailed resume Box 1050, Roanoke, Virginia.

Help Wanted—(Cont'd)

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Wanted: Experienced announcer for downstate Illinois station. Must be reliable and good worker. Attractive position. Write Box 426R, BROADCASTING.

Announcer-Louisiana station; first phone; no maintenance; daytime; excellent working conditions. Send references, family details and tape; Box 683R, BROADCASTING.

Experienced announcer-newsman wanted by Illinois kilowatt, adult music station, for combination duties of deejay and newsman. Excellent starting pay, many fringe benefits for mature announcer with proved ability in news gathering, writing and air work. Personal interview necessary. List age, education, family status, references, phone number, experience in detail. Box 702R, BROADCASTING.

First phone announcer for growing east coast first class chain. Excellent salary, benefits and advancement opportunities. Box 708R, BROADCASTING.

Have job, will hire, but not just any traveler will do. We have a high grade, relaxed and friendly operation and want a personality who'll fit. If the top 40 is at the bottom of your list, put our box number at the top of your resume. Box 736R, BROADCASTING.

Experienced, community minded air personality for old-established station that leads its southeast medium market. The man we want is of solid character desiring a permanent connection with varied and interesting staff-dj assignments. Send full details, references, salary expected. Tapes on request only. Box 745R, BROADCASTING.

Wanted: Top flight morning man. Please send photo and tape. No drifters please. Box 768R, BROADCASTING.

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

Staff broadcaster; all types shows plus sales. Single-station market. State current salary and wages expected. Box 781R, BROADCASTING.

Long established mid-west fulltime 250 in strong college town market is interested in adult program announcer. Must have 2-5 years commercial experience; prefer married. Start $100 a week. Send tape, resume, picture with first reply. Box 782R, BROADCASTING.

Experienced announcer/salesman immediately. First ticket desirable but not necessary. Exclusive Indiana market. Rush tape and details. Box 784R, BROADCASTING.

Top-notch morning man for moving top pop station. Style, pace, etc., most important. Must have good track record. Beginners don't bother. Send tape, rating and personal history to Box 797R, BROADCASTING.

Eastern station. Ratings and power in top 10 market. Has opening for modern experienced format man. Top opportunity. Send tape, photo and resume to Box 811R, BROADCASTING.

Country and western dj salesman. Sell your own time. $50.00 draw against 25% commission. Send background and tape to Box #327, North Hollywood, California.

Wanted, two (2) single announcers for eastern North Carolina's 24 hour station. Send resume, tape, picture, to Box 647, Greenville, North Carolina.

Help Wanted—(Cont'd)

Announcers

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Wanted: Announcer for a 1000 watt independent in city of 13,000 in southwest. Prefer an experienced radio man with knowledge of music, news and sports. Car necessary. Salary open. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

Announcer—Experienced, repeat experienced. Opening 1st of year. Minimum $85.00. Contact Ken Maloney, Mgr., KUVR, Holdrege, Nebraska.

Wanted: Announcer for morning show. Contact Station WAMD, Aberdeen, Maryland.

Morning man, experienced, with car, for WANN 10,000 watts daytime Baltimore-Washington area. First class license a help. No maintenance. Good working conditions, fine equipment. Average employee service eight years. Mail resume, tape, recent photo to Manager, WANN, Box 631, Annapolis, Md. No interviews without appointment.

Need experienced morning man, modern operation. Send tape and resume. WBSR, Box 5668, Pensacola, Florida.

Announcer for top music and news operation serving Oil City-Franklin, Pennsylvania. Join an organization with a future with stations in Erie, Pittsburgh, Titusville and Youngstown. Forward tape, resume, photo to WFRA, Franklin, Pa.

Immediate opening staff announcer long on radio production spots. Send tape, photo, information Bill Frosch, WISH, Indianapolis.

Modern number one format station in Tennessee's third largest market. Key station in expanding group. Immediate opening. Send tape and full resume. Marty Lacker, WKGN, Knoxville, Tenn.

Combo man needed with first class ticket. Excellent working and living conditions. Salary open. Send resume, references and tape. Joseph Mathers, Mgr., WNBP, Newburyport, Mass.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See New York School of Announcing display ad in Help Wanted column.

Technical

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Experienced maintenance man for Pennsylvania station. Box 707R, BROADCASTING.

East coast. How does your future look? If you're a young broadcast engineer with a first class ticket . . . join a first class growing chain, with plenty of opportunity for advancement. Needed: Working chiefs and working indians. Background and references first letter. Immediate openings. Box 776R, BROADCASTING.

1,000 watt station in northeast has opening for chief engineer-recording engineer-combination announcer immediately. Send resume, references and tape to Box 777R, BROADCASTING.

Wanted: A first class engineer capable of maintaining a 250 watter. Write Mike Donovan, K-ANA Radio Station, Anaconda, Montana.

Help Wanted—(Cont'd)

Technical

First phone operator. Experienced. Make more money through sales. 20 hours operating. $100 weekly against commission. Contact KCHJ, Delano, California.

Immediate opening for first phone, experienced engineer, employee benefits. Contact WLAN, 252 North Queen Street, Lancaster, Penna. Phone EX 4-7261.

Immediate opening for first phone, experienced engineer. Union scale, excellent employe benefits. Contact Chief Engineer, WPEO, Peoria, Illinois. Phone 4-9249.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Wanted: First class experienced newsman for downstate Illinois station. Must be hard worker, have car. Opportunity for right man. Send details to Box 427R, BROADCASTING.

Experienced copywriter, who knows traffic for combination radio and television position. Small mountain states radio and television station—CBS, NBC, ABC. 5½ day week. Close to country's best outdoor recreation facilities including skiing, water skiing, hunting and fishing. Prefer young woman with copy experience with format radio. Write Box 727R, BROADCASTING giving full details as to experience, character, references, and salary requirements.

News editor. Excellent opportunity for qualified man. KBRZ, Freeport, Texas.

RADIO

Situations Wanted—Management

Employed general manager of 5,000 watt full-time radio station in competitive major regional multi-station market precluded from further promotions or ownership by closed corporation, desires opportunity of increasing sales and profits of your station in return for respectable salary and incentive plan and preferably with option to buy part ownership from profits. Successful with network and independent operations. Phenomenal record in local, regional, national sales and in creating and maintaining high profits. Creative idea-man who has produced lucrative station programs and contests. Box 779R, BROADCASTING.

Chief engineer, announcing, sales. Looking for management opening. Midwest, west. Box 796R, BROADCASTING.

Commercial manager raising sights. Desires and qualified for general manager. Not interested top forty noise. Resume, references, proof performance. 36, married, college. Box 806R BROADCASTING.

Sales manager/manager experienced major and medium markets. Superb creative salesman with executive know-how. Strong on station promotion and community participation. Working experience with all types of programming. Top caliber broadcaster with excellent references. All replies held in confidence. Box 810R, BROADCASTING.

Due to a change to non-commercial operations, the general manager of the country's largest and best-known fm station is now available for other assignment. In the two years of his tenure, the station has achieved nation-wide publicity, increased gross billings by over 500%, and been applauded by the national press for its programming policies with particular emphasis on public affairs, music, and foreign exchange material. He has been responsible for the entire operation, covering management, programming and production, publicity and promotion, and sales development. He negotiated, on behalf of the station, in the Soviet Union, for the first and only regular radio program exchange between that country and the United States. He has been responsible for securing countless "first performances" and United States premieres and "exclusives" in the musical and other areas for this station. He is considered one of the outstanding authorities in the country on fm broadcasting—and on where, when, and how to use this rapidly growing and increasingly influential and important medium. Can you use this knowledge? Detailed resumes available upon request, and, of course, all replies kept strictly confidential. Please communicate with Bert Cowlan, 72-14 Manse Street, Forest Hills 75, New York. LIggett 4-7384.

Situations Wanted—(Cont'd)

Management

Presently employed tv commercial manager. Desires station and/or commercial manager, radio. Texas or southwest only. Solid background and experience. Proven record. You won't find a better manager anywhere. Box 812R, BROADCASTING.

Proven general manager immediately available due to sale of station. Twenty-five years experience, twelve on last job. Very strong on programming and sales at all levels. Get full story by arranging interview with Dave Taylor, Box 32, Freeport, Illinois.

Sales

If you're looking for a sales coolie, pass this ad by. But—if you're looking for a top sales producer on both the local and national levels—stop looking. I'm good—tops in billing in my major market—and I demand top dollar. Background: four years radio with a top-flight independent. Account list billing zoomed from zero to a hefty 100 g's. Four years tv in multi-station major market: Present local billing—over $300,000 gross. Top connections with all major agencies in Chicago, L.A., New York. Currently on management level—but looking for radio or tv s.m. job. Married, family, college grad. Mature in experience, below 35 in age. Currently employed—and still top man in my market—but I'll relocate anywhere there's a good opportunity. Interested? Write Box 773R, BROADCASTING.

Salesman-publicity director, 22, of top-rated 5 kw in fast market, seeks greater challenge. College grad. 6 years experience in all broadcasting phases, print, record media. Box 783R, BROADCASTING.

Aggressive young salesman with good, solid radio background seeks position with station in southwest. Good sales record, good mature announcer, management experience. Excellent references, both business and personal. Box 788R, BROADCASTING.

Sales manager with am and fm sales experience. Now available. Box 803R, BROADCASTING.

Salesman-announcer. Young radio man willing to work hard for a start. Stan Ascher, DO 3-2522, 5414 Hyde Park Blvd., Chicago, Illinois.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROADCASTING.

Announcer, dj. 28, married, children, vet. 2 years experience. Reliable. Box 700R, BROADCASTING.

Announcer experience 11 years, all phases radio and tv. Not a floater, not a primadonna. Will settle anywhere. Box 712R, BROADCASTING.

Negro announcer, solid radio background, desires solid position. Salary open. Box 731R, BROADCASTING.

Announcer, experienced all phases, presently employed, married, good news, commercial, and record shows-desires larger market-tape, resume, etc. available. Box 732R, BROADCASTING.

For tops in copy. Disc jockey. This idea gal's great! Hire me! Don't wait. Box 753R, BROADCASTING. Happy New Year too!

Need a "good morning" sound from a good, morning man? 5 years experience doing mature, clever music show, with a bright, happy sound; successful with adult audience. Features middle music policy. Also sports play-by-play. If you are seeking more than just another announcer, Box 755R, BROADCASTING.

First phone deejay-newsman. Experienced. Now desires to learn sales. Box 756R, BROADCASTING.

If you need first phone, sparkling deejay, authoritative news, I'm your experienced man. Box 757R, BROADCASTING.

DJ four years experience. Currently employed east. Will conform to your format. News, copy background. Box 758R, BROADCASTING.

Young, swingin' dj, program director, news director, some sales, desires relocation due to contract differences. College grad. Available immediately! Radio minded. Box 760R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer/newsman—11 years in radio, past three also live tv. Married, honest, sober, reliable. No play-by-play sports. Exceptionally strong on news. Desires permanent staff position. Presently employed. Box 762R, BROADCASTING.

Personality-dj. Bright, cheerful, experienced. Creative showman. References, tape available. Box 763R, BROADCASTING.

Announcer. Experienced dj, news, commercials. References. Currently employed. Cooperative. Dependable. Box 764R, BROADCASTING.

Somewhere, in a metropolitan market, there's a progressive station looking for a similar morning man. Seven years experience. Box 765R, BROADCASTING.

Dependable morning man. 3 years experience. Knowledge of music, sports. Box 766R, BROADCASTING.

Presently sales manager and pd in four station market. Want to locate Colorado-Kansas-Oklahoma-Arkansas-Texas as pd and morning man. Good background all phases. Best references. Eight years experience. Veteran. Box 769R, BROADCASTING.

Announcer-dj. Some experience all phases. Reliable and conscientious. Available immediately. Tape etc. upon request. Box 772R, BROADCASTING.

Decade's experience as staff announcer in radio plus some on-camera tv and radio sales. Solid family man in mid thirties. Top pay a must! What's your offer? Box 774R, BROADCASTING.

Youthful, sophisticated announcer wants first full-time commercial radio job. College and commercial experience. Box 785R, BROADCASTING.

Announcer. Strong on commercials, news, dj. Ambitious. Good experience. Box 790R, BROADCASTING.

Announcer-copyrighter. Deejay. Sales, too. All I need is opportunity. Box 791R, BROADCASTING.

Three years broadcasting sports, including Los Angeles Dodger Network. Currently sports director, completing college basketball schedule. Desire job doing minor league baseball broadcasts. Good recommendations, broadcast all sports, no drifter. Box 792R, BROADCASTING.

Florida! Vacation sold me, now would like to locate in Florida. Currently employed. 3 years experience. Good living conditions a must. Box 794R, BROADCASTING.

Sportscaster play-by-play in basketball, baseball, football, experienced. Also do selling and d-jay. Box 798R, BROADCASTING.

Gal wants job at radio station. Air ability, copy, library. Box 802R, BROADCASTING.

Somewhere someone is looking for a fresh young person with experience and beautiful voice, who desires position in a top-rated station. Phone Hobart 2-4300, Ext. 219, Washington, D.C. Box 804R, BROADCASTING.

Sports announcer—Top rated radio-television sports and special events personality. Play-by-play 9 years. Desires sports minded station and area. Employed, married. Box 805R, BROADCASTING.

Attention metropolitan markets only. South, east, west. 14 years experience. Listeners like my voice. They love the music I play. (Good, no trash-please.) I must admit I'm good with commercials and news. Prefer night. Box 809R, BROADCASTING.

Florida position wanted—Fast paced, swinging deejay, announcer, personality. Have top-rated show in 7th largest market. Box 795R, BROADCASTING.

Fun with finesse. Mature broadcaster thirteen years experience specializing in production commercials, pleasant deejay and ideas. Increase sales through public relations. Ex-motion picture narrator in highly technical branch, background thoroughly investigated by federal agency. Wish to settle permanently. Box 813R, BROADCASTING.

Experienced announcer. College degree. Married, responsible. Knowledge and appreciation of mature programming. Tape available. Box 815R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality disc jockey with good success story would like to move to a larger, more competitive markegt. College graduate. Trained and experienced in building an audience and selling the sponsor's product. Professional disc jockey and businessman. Let's talk about how I can make money for you—and me. Box 786R, BROADCASTING.

Topnotch announcer-newscaster. Key market experience. Stable, versatile. Apt. 4, 402 Harvard, Norfolk, Virginia. Phone Justice 3-0884.

Staff announcer, experienced with first-phone ticket, western and folk music specialty. Steve French, 1838 22nd St., San Pablo, California, BEacon 5-5988.

½ year experience with 250 watt Wyoming station. Operate board and handle news and dj show properly. Restricted ticket. William Huntington, 9952 Schiller, Franklin Pk., Ill. Gladstone 5-7990.

Young vet. Professionally trained. Will work hard. Bob Lee, % Midwestern Broadcasting School, 228 S. Wabash, Chicago 4.

Announcer-dj. Broadcasting school graduate. 1 year college. DJ shows and news my speciality. Operates own board. Will go anywhere. Want permanent location. Marvin Line, 9300 S. 82nd Court, Hickory Hills, Illinois.

Young, reliable, four months on air experience, married, sober, to settle in eastern seaboard, any type programming. Donald Miller, R.D. 4, Dover, Penna.

Air salesman. Experienced dj and news. Mature, reliable and sincere. Credit and character references. Write or call Steve Oakley; 432 South Columbus Avenue, Glendale 4, California. Phone Citrus 3-5032.

Technical

Transmitter position, 2 years experience, dir. exp., 1st radiotelephone, car. Box 761R, BROADCASTING.

First class radiotelephone. Eight years experience broadcast engineering. Conscientious operator, thorough technician. High power directionals. Any offer considered, go anywhere. Box 767R, BROADCASTING.

Engineer, 1st phone, 10 years experience radio and television; married, excellent references. Prefer relocation south central states. Box 793R, BROADCASTING.

Engineer 2 years transmitter. Excellent references. Desires to relocate in D.C. area or within 150 mile vicinity. Box 799R, BROADCASTING.

Engineer-first class license, 12 years experience, available. 38 years, family man wants job with future. No announcing. Middle Tennessee resident. No car. Box 801R, BROADCASTING.

New first phone. 30 years servicing radio and television. Family. Desire midwest area. Randall Moody, 658 "A" Street, Charleston, Illinois.

Production-Programming, Others

Newsman, top combo writer-broadcaster. Young, telegenic, nat'l net radio and tv, foreign correspondent and newspaper background. Married, children, newly returned U.S., looking for permanent staff slot or sponsored deal. Tape, photo, resume on request. Lives for job, willing work any, all hours. Nothing under $12,000 please. Box 754R, BROADCASTING.

Copy girl, in radio since 1949. Some air work, traffic assistance experience. Limited tv copy. Box 787R, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales manager for small 3 network vhf in Rocky Mountain area. Good salary plus commissions. To supervise 2 or 3 salesmen. Must be experienced. Station management potential. Send full information. Box 715R, BROADCASTING.

Salesman opportunity for good income and stable association in single station 3 network television market. If you are creative sales-wise and like selling you must do well in Wyoming's 1st market. Salary and commissions offer potentials worth investigating. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Help Wanted—(Cont'd)

Sales

Experienced broadcast time salesman for Indiana vhf television CBS affiliate. Salary open. Contact George A. Foulkes, WTHI-TV, Terre Haute.

Announcers

Experienced radio and/or tv woman air personality wanted immediately. Send tape and picture to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Top-notch maintenance technician for transmitter-studio work. Excellent salary and benefits. Send resume to Director of Engineering, WTTW, 1761 East Museum Drive, Chicago 37, Illinois.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Experienced copywriter, who knows traffic for combination radio and television position. Small mountain states radio and television station--CBS, NBC, ABC. 5½ day week. Close to country's best outdoor recreation facilities including skiing, water skiing, hunting and fishing. Prefer young woman with copy experience with format radio. Write Box 727R, BROADCASTING giving full details as to experience, character, references, and salary requirements.

Wanted, promotion-publicity director for CBS tv and radio affiliate in large midwest market. Must be aggressive, experienced in sales and audience promotion, and an original idea man. Salary open, send resume today. Box 750R, BROADCASTING.

Wanted — Producer-director: Experienced with proven writing ability, for creative service coordinator—hub of creative tv divisions: directing, continuity, art, photo, talent. Attractive starting salary. VHF in south-eastern capital city. Send resume, Box 819R, BROADCASTING.

Wanted—Sports director for tv-radio outlet in Big Ten City. Must be able to do play-by-play football and basketball plus on-camera sports shows. Open now. Send tape and resume. Box 808R, BROADCASTING.

Tv continuity writer wanted immediately. Experience necessary. J.L. Spring, WIMA-TV, Lima, Ohio.

TELEVISION

Situations Wanted—Management

Successful tv sales manager, now employed, seeks larger opportunity for service with profit-minded station. Box 752R, BROADCASTING.

General manager available for television station. Known and respected in industry and by agencies coast to coast. Excellent background and record as businessman, manager, national sales manager. Confidential replies respected. Box 775R, BROADCASTING.

Sales

Sales promotion-free-lance. Copy, concepts, campaigns . . . ads, mailers, catalogs, newsletters, presentations, name it . . . fast, fresh, finished, fruitful . . . firm estimates. . . . Free fact file: MU 3-1455; The Copy Shop, 270 Madison Ave, NYC 16.

Announcers

Trained announcer. College degree. Married. Know tv camera techniques. Location open. Box 816R, BROADCASTING.

Technical

Chief or supervisor, 12 years am-fm-tv, planning, construction, maintenance, operations. 4 years chief, 4 years supervisor experience. Box 817R, BROADCASTING.

Production-Programming, Others

Attention Florida: Radio gal Friday; seven years experience in copy, traffic, production, programming, client relations, wishes to join top radio-tv combination, tv or agency. Available for interview. Box 751R, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Need a promotion manager? Experienced working assistant manager ready for full responsibility. Masters degree (management. Skilled all phases tv audience-sales promotion, research, production. Creative. Resume on request. Box 771R, BROADCASTING.

Successful news-public affairs reporter. 5 years with present employer. Ambition has outgrown present situation. 28 years, married, college graduate and veteran. Box 780R, BROADCASTING.

TV director with ideas! Unmarried, late 20's, aggressive, willing to devote time to job. Can shoot, develop, and edit own film. Presently employed at uhf station. Seeking position with a future. Excellent references. Box 789R, BROADCASTING.

FOR SALE

Equipment

Schafer custom engineering model 60, Program Automation Package, list $7,950 and matching Program Preparation Package, list $2,000 with less than 30 hours airtime. Entire package fob price $7,000. Box 706R, BROADCASTING.

RCA beat freq. oscillator 68-B $175., RCA noise and distortion meter 69-C $175., Gates fm broadcast exciter 10 watt less power supply $275., (2) Motorola FMTU30 mobile transmitter 152-162 mc 30 watt $25. ea., (2) WE 633A microphones $20 ea., Rek-O-Kut TR-12 turntable and M-12 overhead mechanism with std. and lp lead-screws $125. All equipment in good operating condition and no repairs are necessary. Shipping incl. in price. Box 807R, BROADCASTING.

One REL 518B-DL one kilowatt fm transmitter. Now in use but available on short notice. $2500.00. Write Box 818R, BROADCASTING.

200 foot insulated tower, complete. Now standing. Available immediately. Contact KAWL-York, Nebraska.

Selling station; new management does not want equipment. Will take $1,000 loss on Schafer Automatic Programming Program Electronic Package model 60 with Schafer Program Preparation Package. Used 3 months; excellent condition. KTRN, 917½ Scott St., Wichita Falls, Texas.

Seven, 5 or 6-wire, open wire transmission line brackets, heavy duty, excellent condition, $115.00 fob Annapolis. WANN, Annapolis, Maryland.

450-foot Blaw-Knox, special type N28 tower and bottom steel section of RCA 8-section pylon. In excellent condition. Real bargain. Contact Hardy D. Carl, Chief Engineer, WBRC-TV, Birmingham, Alabama. Telephone FAirfax 2-4701.

TV antenna—G.E. 12 bay turnstile, channel 13, type 28 H, 50 kw, styroflex lines. Purchaser to remove antenna from 240 foot tower. Any offer will be considered. Contact R.W. Hodgkins, Chief Engineer, WGAN-TV, Portland, Maine.

Radio Music Corporation vertical transcription arms, heads, and equalizers. $50.00 buys complete sets for two turntables. Munson Robinson, WHFB, Box No. 628, Benton Harbor, Michigan.

Tape players for background music. Magnacord model 814. 4 or 8 hour play. $350 each or $650 for two. Box 133, Orinda, California.

Miratel tv monitors demonstration units. New warranty 15-17" metal cabinets $215.00 each. 8-17" veneer cabinets $185.00 each. Complete line of new units available in 8" 14", 17", 21" and 24". Write: Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

Video monitors. Closed circuit and broadcast. See Foto-Video Laboratories ad today on Page 91.

Used Towers. 10-150' 9-200' 8-300'. U.S. Tower Co., 405 Union Trust Bldg., Petersburg, Va.

WANTED TO BUY

Stations

Small market station with real estate. Preferably Florida. Box 728R, BROADCASTING.

WANTED TO BUY

Equipment

STL microwave system, 900 mc band, good, used. Also assoc. equipment. Write James B. Holder, WHYL, Carlisle, Penna.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks, Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Yes, our graduates get good jobs as announcers, writers, salesmen, licensed operators, managers, owners. 15 years experience training men who now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

FCC license in 6 weeks. Classes January 18th and March 14th. Pathfinder method insures your success. Ninety percent of graduates pass the first-ticket examination, the first time taken. Seating limited. Reserve your seat now! Pathfinder Radio Services, 510 16th St., Oakland, California.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

MISCELLANEOUS

Norm Rickey is in no way connected with WRIC radio. He has not been with WRIC radio, Richland, Virginia, since June 1958. He was only an employee of WRIC radio for seven months.

General Manager
WRIC

RADIO

Help Wanted—Management

GENERAL MANAGER *WANTED*

For a top radio station in Florida. One of Florida's leading markets. Want general manager that is aggressive in sales. Good salary and percentage of gross. Excellent opportunity for advancement. Must start by February 1. Send resume, salary requirements and photo.

BOX 741R, BROADCASTING

MISCELLANEOUS

Station Owners. Need money? We'll buy your transmitter, land, building and equipment and lease it back to you. All replies confidential of course. Write Box 778R, BROADCASTING.

Help Wanted—(Cont'd)

Management

MANAGER
Audio Sales

The Company: Major midwest broadcast equipment manufacturer.

The Position: Manage audio product sales from home office of leading Broadcast Equipment manufacturer. Technical background essential, audio systems and design experience helpful.

Opportunities: Unlimited. Salary and complete company benefits. A permanent position with an excellent future.

Send complete resume to Box 742R, BROADCASTING

Sales

YOUNG MAN WHO LOVES TO SELL

With management potential sought by expanding 4 station medium markets prestige chain, Great Lakes areas. Aggressive self-starter, outstanding sales background. Job will appeal to married man 25 to 35 now top producer small station who is interested advancement and permanent future. Excellent potential. Results will assure management future. Salary plus strong incentive. Rush complete resume, recent earnings, photo to Box 800R BROADCASTING.

Announcers

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east that offers advanced coaching **EXCLUSIVELY** . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. 10 week course coached by New York Broadcasters. Get the **MODERN SOUND.** Know **MODERN RADIO.**

Let us analyze your present audition tape. For an appointment call **MR. KEITH** at SU 7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street New York 23, N.Y.

BUSINESS OPPORTUNITY

BE YOUR OWN BOSS

AA1 rated nation-wide advertising agency has franchise availble in most parts U.S. for men with Radio Advertising experience. Your business can net $50,000 up yearly. Franchise includes complete information on setting up operation and special training if required. The "Universal Plan" with our patented locked frequency "Mike Radios" is a "must" for all radio stations, and has been proven in hundreds of markets.

UNIVERSAL PUBLICIZERS, INC.
936 No. Mich. Ave.
Chicago 11, Ill.

EMPLOYMENT SERVICE

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- **Announcers**
- **Disk Jockeys**
- **News Directors**
- **Engineers**
- **Copywriters**
- **Salesmen**

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

STATIONS FOR SALE

FOR SALE

1000 watt station in 2 station market . . . Alabama city over 20,000 . . . Gross over $5,000 per month. $60,000.00 . . . terms can be arranged.
Box 733R, BROADCASTING

FOR SALE

Tremendous growth potential for active management. Minnesota daytimer in fast growing area. $80,000 will take building, land and all equipment . . . Terms . . . No brokers.
Box 759R, BROADCASTING

Ill.	Single	500w-D	95M	terms
Ala.	Single	500w	58M	terms
Va.	Single	1kw-D	80M	terms
Iowa	Single	1kw-D	125M	terms
La.	Single	250w	45M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Calif.	Single	250w	68M	terms
Fla.	Small	1kw-D	90M	terms
Fla.	Small	250w	50M	terms
Fla.	Small	250w	48M	terms
Fla.	Small	250w	85M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Fla.	Large	250w	175M	terms
Fla.	Large	5kw	185M	terms
Ala.	Metro	1kw-D	175M	terms
N.E.	Major	1kw-D	325M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

FOR SALE

Stations—(Cont'd)

West single fulltime $50,000 29%—West regional day $125,000 with $50,000 down—Texas regional day, real estate incl. $79,500 25%—Southern major regional day $300,000 25%—West Coast fulltime regional $275,000. Good terms—West major regional day $225,000 29%—35 others $48,000 to $1,250,000. PATT McDONALD CO., Box 9266, Austin, Tex. GL. 3-8080 or Jack Koste, 60 E. 42nd., NY 17, NY. MU. 2-4813.

STATIONS FOR SALE

UPPER MIDWEST. **Full time. Gross around $60,000.** ***Priced at $100,000 with 29% down.***

ROCKY MOUNTAIN. **Excellent daytimer. Fine market. Absentee owned.** ***$100,000 with 29% down.***

NORTHWEST. **Fulltime. Excellent and captive market.** ***Asking $50,000 with 29% down.***

CALIFORNIA. **Large Market. Full time.** ***Asking $135,000 with 29% down.***

JACK L. STOLL AND ASSOCIATES

A National Organization

6381 Hollywood Blvd., HO.4-7279

Los Angeles 28, Calif.

REGIONAL DAYTIMER

1000 watts

Wonderful Florida Market

Principals only—No Brokers

$92,000.00

10% less for cash

Must sell.

Box 821R, BROADCASTING

Continued from page 104

land, Ore. to April 22, 1960; KUTT Fargo, N.D. to March 31, 1960; WJAZ Albany, Ga. to Feburary 1, 1960; WRAN Dover, N.J. to February 23, 1960; WCRM Clare, Mich. to April 1, 1960.

Correction to FCC Report No. 3459, Broadcast Actions, December 22, 1959, extension of completion date for KLUB-FM, Salt Lake City, Utah should have been shown as June 22, 1960 instead of Jan. 15, 1960.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of December 24

KNEL Brady, Tex.—Granted assignment of license to **Brady Bcstrs. Inc.**

KOYL Odessa, Tex.—Granted assignment of licenses to **Mid-Cities Bcstg. Corp.**

WMBH Joplin, Mo.—Granted transfer of control from Edward E., William K. Haverstick and Dick J. Kasten to **Radio St. Louis Inc.**

KWEL Midland, Tex.—Remote control permitted.

Actions of December 23

KAFP Petaluma, Calif.—Granted relinquishment of positive control by **W. Shelby Oliver** through sale of stock to **Robert E. Thomlinson.**

WGES Chicago, Ill.—Granted assignment of license to **WGES Inc.**

WKVT Brattleboro, Vt.—Granted assignment of cp to **WKVT Corp.**

KMON Great Falls, Mont.—Granted assignment of license to **Copper Bcstg. Co.**

KTLE (TV) Pocatello, Idaho—Granted license for tv station.

KVUE (TV) Sacramento, Calif.—Granted license for tv station; ERP vis. 15.8 kw; aur. 8.7 kw; ant. 320 ft.

Granted licenses covering changes in tv stations: KFDX-TV Wichita Falls, Tex. ERP vis. 100 kw, aur. 69.2 kw, ant. height 1,000 ft.; KVII Amarillo, Tex., ERP vis. 316 kw, aur. 158 kw, ant. height 840 ft.; KENS-TV (main trans. & ant.) San Antonio, Tex., ERP vis. 100 kw, aur. 50 kw, ant. height 1390 ft.; WBAL-TV Baltimore, Md., ant. height 730 ft.; WBAL-TV (aux. trans. & ant.) Baltimore, Md.

WDAF Kansas City, Mo.—Granted license covering installation of new trans. at main trans. site for aux. use.

KENS-TV San Antonio, Tex.—Granted license covering maintenance of vis. and aur. trans. (drivers only and ant. granted Jan. 27, 1956) as aux. facilities at old main trans. site.

WKRC-TV Cincinnati, Ohio—Granted license covering change in trans. and studio locations.

WHP-TV Harrisburg, Pa.—Granted license covering aux. ant. system at main trans. site.

WSAZ-TV Huntington, W. Va.—Granted license covering aux. trans. facilities at main trans. site.

WXYZ-TV Detroit, Mich.—Granted license covering changes in tv station and to specify studio and trans. location (change description only).

KPMC Bakersfield, Calif.—Remote control permitted; engineering conditions.

WHIO Dayton, Ohio—Remote control of aux. trans. permitted, using DA-N; engineering conditions.

WKOX-FM Framingham, Mass.—Remote control permitted.

WTRB Ripley, Tenn.—Granted change of remote control authority.

KALV Alva, Okla.—Granted authority to sign-off at 7 p.m., except for special events for period ending Mar. 31, 1960.

Granted following Columbia Broadcasting System applications without prejudice to such action as Commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by Commission; and (3) pending anti-trust matters: WCAU Philadelphia, mod. of licenses to operate main and aux. trans. by remote control and WBBM Chicago, Ill., to operate main and aux. trans. by remote control.

Granted following National Broadcasting Co. applications without prejudice to such action as Commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by Commission; and (3) pending anti-trust matters: NBC Chicago, Ill., license for low power broadcast station.

WAYR Orange Park, Fla.—Granted mod. of cp to change ant.-trans. and main studio location, type trans. and make changes in ground system.

Following stations were granted extensions of completion dates as shown: KPLA Plainview, Tex., to April 15; KGMI Bellingham, Wash., to May 1; WHRW Bowling Green, Ohio, to March 31; WPAW Pawtucket, R.I., to July 13; WPEL-FM Montrose, Pa., to June 30; WTTV-FM Bloomington, Ind., to Jan. 25; KIXZ Amarillo, Tex., to March 1; WKDN-FM Camden, N.J., to Feb. 23; KNDI Honolulu, Hawaii, to March 15; KCAL-FM Redlands, Calif., to June 8; KLRO San Diego, Calif., to March 1; WCAW Charleston, W.Va., to March 10; WFAR Farrell, Pa., to Feb. 24 and WBNR Beacon, N.Y., to March 1.

Actions of December 22

WCNF Weldon, N.C.—Granted mod. of cp to change type trans. and operate trans. by remote control; change studio and remote control point; waived Sec.. 3.30 of rules.

KSLY San Luis Obispo, Calif.—Granted mod. of cp to change ant.-trans. location, change studio location and change type trans.; remote control permitted; condition.

WAUB Auburn, N.Y.—Granted extension of completion date to Dec. 31, without prejudice to whatever further action Commission deems necessary as result of consolidated hearing ordered Dec. 22 involving radio stations WAUB and WMBO-AM-FM.

Actions of December 21

KCRN Crane, Tex.—Granted involuntary assignment of license to **Jacqueline L. Young**, executrix of estate of **Joseph E. Young**, deceased.

WCRW Chicago, Ill.—Granted involuntary assignment of license to **Josephine A. White** tr/under same name.

KTTN Trenton, Mo.—Granted assignment of license to **Community Broadcasters, Inc.**

KWKY Des Moines, Iowa—Granted transfer of control from **James H. Binger** to **James H. Binger**, individually through purchase of stock from **Richard L. Fjellman** and **James W. Ramsburg.**

WTMB Tomah, Wis.—Granted acquisition of negative control by **Hugh W. Dickie** and **Thomas M. Price** through purchase of stock from **Roger L. Belke.**

KARI Blaine, Wash.—Granted relinquishment of negative control by **L.N. Ostrander** and **George A. Wilson** through sale of stock to **Don J. Bevilacqua.**

WESO Southbridge, Mass.—Remote control permitted.

WGIL Galesburg, Ill.—Granted license covering installation of new trans.

KATY-FM San Luis Obispo, Calif.—Granted license for fm station.

Granted licenses for following am stations: KBRY Brinkley, Ark.; WDEB Pensacola, Fla.; WRNY Rome, N.Y.

WPAC Patchogue, N.Y.—Granted license covering increase in power except during critical hours, while employing non-DA, installation of new trans., change main studio location to Brookhaven, N.Y.

WCBQ Whitehall, Mich.—Granted license covering change in ant. trans., studio and station location and changes in ground system.

KDMA Montevideo, Minn.—Granted license covering installation of old main trans. to be used as aux. trans.

KBLU Yuma, Ariz.—Granted license for am station and specify studio and remote control point.

WOKE Charleston, S.C.—Granted mod. of license to change name to Weaver Bcstg. Corp.

WLWA Atlanta, Ga.—Granted cp to maintain trans. (granted June 6, 1958) as aux. amp. at main trans. site.

KRCW Santa Barbara, Calif.—Granted cp to replace expired permit for change in ant.-trans. location, increase in ERP and ant. height and for change in ant. system.

KCMS-FM Manitou Springs, Colo.—Granted cp to replace expired permit for increase in ERP from 10 kw to 21.25 kw, increase in ant. height from minus 780 ft. to 2,158 ft., installation of new trans., new ant., and change ant.-trans. location.

WISN-FM Milwaukee, Wis.—Granted mod. cp to increase ERP from 44 kw to 44.4 kw, decrease ant. height from 680 ft. to 676 ft., change type trans., type ant., and make changes in ant. system.

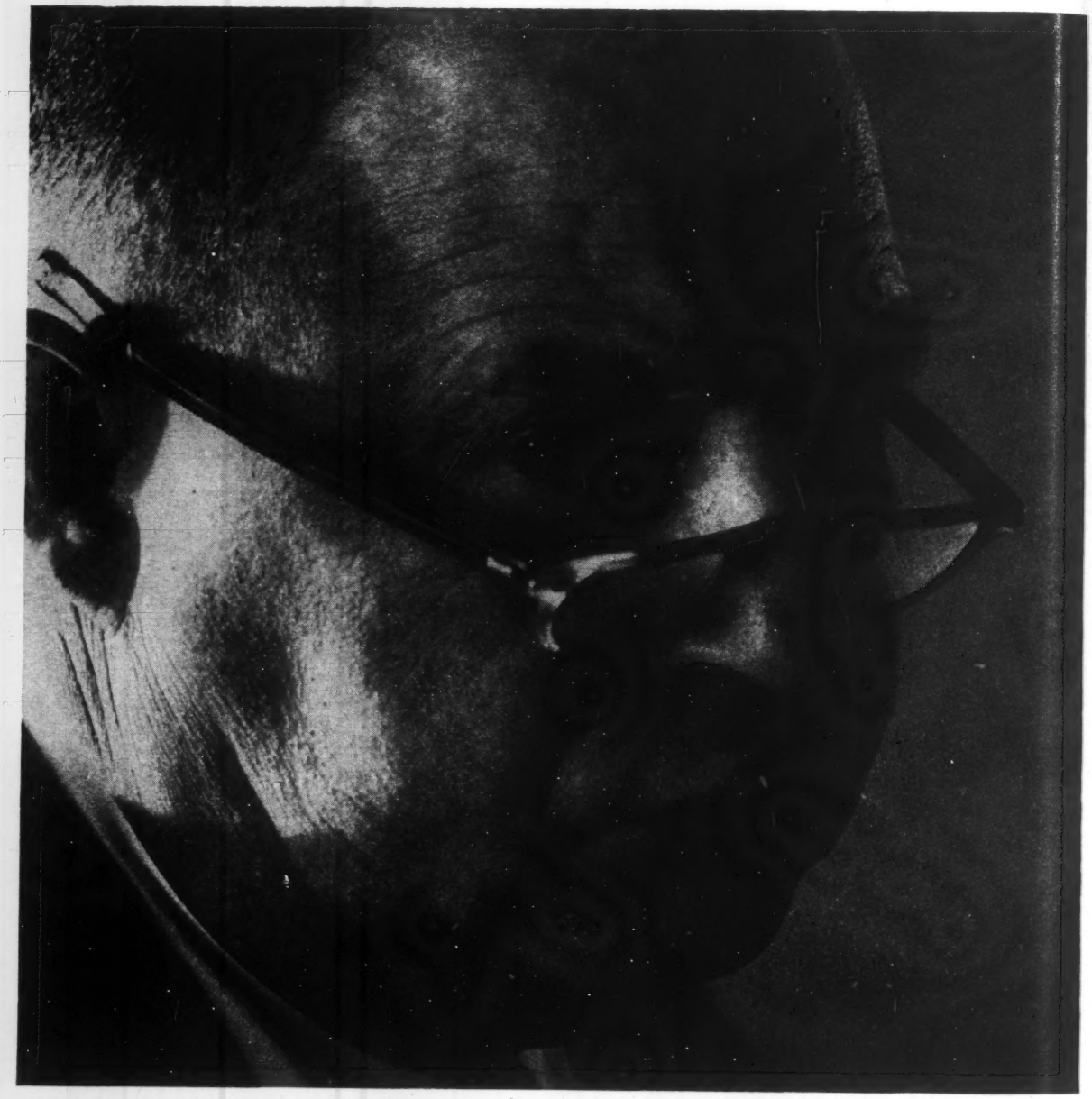
WISN Milwaukee, Wis.—Granted mod. of cp to change type trans. and ERP from 25.5 kw to 5.1 kw; engineering condition.

WMRW Merrill, Wis.—Granted extension of completion date to April 1.

KROY-FM Sacramento, Calif. — Granted extension of completion date to March 1.

License Renewals

Following stations were granted renewal of license: KTMS Santa Barbara, Calif.; KGEE Bakersfield, Calif.; KBLA Burbank, Calif.; KAIR Tucson, Ariz.; KSRC Socorro, N.M.; KALI San Gabriel, Calif.; KBUC Corona, Calif.; KRKD Los Angeles, Calif.



OK, KLM...WHAT'S SO SPECIAL ABOUT YOUR JET?

All sorts of things. Mainly, the friendly things that happen inside the KLM DC-8. **FRIENDLY?** And then some! Everybody in the KLM family knows just how to make flying fun for you. Unexpected little pleasures pop up all along the way. Real china at dinner. Shaving and vanity kits. Your own personal towels. Many other welcome touches.

IS IT FAST? COMFORTABLE? Well, the KLM DC-8 cruises at close to 600 mph. Inside it's so quiet you can hear a whisper. Vibration-free, too. And seats perfectly custom-contoured.

WHEN CAN I GO? Anytime from April 1st on. Make your reservations to Europe now and — Whoosh! Wow! Go! — on the KLM DC-8! See your travel agent (professionals plan better trips) or KLM Royal Dutch Airlines.

THE WORLD OVER
KLM
ROYAL DUTCH AIRLINES

THE WORLD'S FIRST AIRLINE
DC-8 Jet

OFFICES IN: ATLANTA, BEVERLY HILLS, BOSTON, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DENVER, DETROIT, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES, MIAMI, MILWAUKEE, MINNEAPOLIS, NEW ORLEANS, NEW YORK CITY, PHILADELPHIA, PITTSBURGH, ST. LOUIS, SAN FRANCISCO, SEATTLE, SYRACUSE, WASHINGTON, D. C.

OUR RESPECTS TO . . .

Jerome Seymour Hyams

Jerry Hyams doesn't speak softly. But at the same time, he doesn't carry a big stick to oversee the manifold operations of Screen Gems Inc., the giant tv film subsidiary of Columbia Pictures, of which he is vice president and general manager.

Mr. Hyams is described by associates as a "demanding but fair" employer with a no-nonsense, let's-get-down-to-business manner. If he seems to be shouting at times, colleagues know that Mr. Hyams isn't annoyed or losing self-control; it's just Mr. Hyams' way of emphasizing a point. Co-workers are delighted that he is easily accessible to all, and that he has no compunction about dropping into the office of a staffer, unannounced, to ask a question or discuss a development. One associate, lacking originality, perhaps, but not warm admiration, described Mr. Hyams in these terms: "He's a diamond in the rough."

At 44, Mr. Hyams is a young "old-timer" of the film business, covering 25 years in an industry he obviously enjoys. A casual conversation leaves the impression there are two things to which he is firmly devoted—his family and his business. There is a ring of sincerity when he says with a shrug: "Look, I'm a simple guy, who loves his work and his family. That's all."

Mr. Hyams is a stockily-built, rugged-looking man who suggests pugnacity. But his face softens when he discusses his family or reminisces about his business career. He weaves into his conversation the names of many film and television industry luminaries whom he-knew-when, and recounts with pride some of the more lucrative transactions he pulled off in the early days of tv.

Second Wind • Although his career dates back to 1934 and the distribution of films to theaters and non-theatrical sources, Mr. Hyams, along with other ambitious young men, made his mark as a "used film czar," selling product to tv in the 1947-53 period. That was the era of the non-fraternization-with-tv policy of major film studios. But in fairness to Mr. Hyams, while other bright young men have fallen by the wayside; he, meanwhile, has capitalized on a combination of circumstances to become the top administrative officer of Screen Gems, a leading tv film production-distribution organization.

Jerome Seymour Hyams was born in New York City on July 19, 1915. He attended De Witt Clinton High School, where he played basketball and baseball, and New York U. for two years. He withdrew from college in 1934 because of dwindling family finances.

He speaks with reverence about an uncle, Sam Goldstein, a pioneer film distributor in New York, who took young Mr. Hyams under his wing and put him to work in his company, Guaranteed Pictures, in 1934. It was during his tenure at this firm (later called Commonwealth Pictures) that Mr. Hyams learned the art of selling features and 16 mm films the hard way— constantly on the road, visiting small cities and hamlets ("Some places had a population of 160").

Interruption • He interrupted his career in 1942 to join the OSS Division of the U.S. Navy, where he helped produce and direct training and propaganda films here and abroad. His commanding officer was producer-director John Ford, and other associates were Garson Kanin, Budd Schulberg and Stuart Schulberg. A pleasant, extra-curricular development: he met a young Wave, Sarah Feldman of Worcester, Mass., in Washington, D.C., and married her in The Bronx in 1944. He was discharged as a chief petty officer in late 1945.

Mr. Hyams returned to Commonwealth and in 1947 started to sell features and other film products to tv. In 1949, his uncle was killed in the Long Island Railroad disaster; shortly thereafter, Mr. Hyams left Commonwealth to form his own company, Hygo Television Films.

SCREEN GEMS' HYAMS
He knew when to jump

Television stations were pleading for suitable film product at the time; major film studios openly disdained the new medium. It was the independent distributors like Hygo Television, led by young, vigorous, ambitious entrepreneurs, that filled the void, obtaining product from independent sources and, curiously enough, from the major companies from time to time. Mr. Hyams recalls that "plenty of product from the majors came to tv through guys like me—through the back door." Hygo flourished on a substantial scale; in 1954, it acquired another independent distributor, Unity Television.

The Sellout • In December 1956, Mr. Hyams sold Hygo and Unity, with its combined catalogue of 450 features, 130 westerns, 156 cartoons and 406 serial chapters, to Screen Gems. Mr. Hyams became Screen Gems' director of syndicated sales. Why?

"I saw the handwriting on the wall," Mr. Hyams explains. "The majors not only had released their product to tv by that time but were invading other areas of television. I realized that the comparatively modest company, without huge financial resources, was going to have tough sledding. We can see that today. I felt I had a future with a company like Screen Gems, which had not only the vast financial support of Columbia Pictures behind it but also an experienced creative and business team which already had pushed SG near the top."

With benefit of hindsight, this was the first move that had a bearing on greater-things-to-come. His aggressive leadership was duly noted by officials of Screen Gems. Sales of the company continued to rise and Mr. Hyams' star shone more brightly. Last March he was appointed vice president in charge of syndication.

The sudden death last summer of 45-year-old Ralph Cohn, president and founder of SG (and a member of the well-known motion picture family that had founded and directed the activities of Columbia Pictures), created a vacancy in the top administrative post. Mr. Hyams was the unanimous choice, and succeeded to the post last September.

Mr. Hyams' favorite pastime is relaxing at his Great Neck, L.I., home with his wife and three children—Stephanie 13, Gail 11, and Nancy 3-months old. He is a member of Temple Israel in Great Neck and plays golf occasionally at the Glen Head (L.I.) Country Club. All his adult life, he has traveled extensively on work assignments.

"But my secret ambition now is to travel around the different parts of the world leisurely, accompanied by my wife," he confides.

EDITORIAL

Blue Book II

HISTORY repeats.

On March 7, 1946, the FCC issued a report with the ponderous title: "Report on Public Service Responsibility of Broadcast Licensees." It was promptly dubbed the Blue Book.

On Dec. 31, 1959, Attorney General William P. Rogers sent to President Eisenhower a document entitled "Report to the President by the Attorney General on Deceptive Practices in Broadcast Media." The cover also is blue.

The reports differ in substance. Blue Book I came before television. Blue Book II deals principally with television.

But while the reports differ in substance, they are identical in intent. Each advocates censorship. Not through use of that abhorrent word, but in practical effect.

Blue Book I indicted radio, and served notice that the FCC which functioned then, nearly 15 years ago, would examine program structure and influence it. The then FCC said it would force broadcasters to perform in programming as they promised when they received their licenses or renewals. The first Blue Book was never implemented or enforced.

Blue Book II indicts television as well as radio. It also chastises the FCC for failure to utilize the power it is purported to have in controlling programs.

The Attorney General, of course, will deny that there is any intention of imposing any degree of censorship on any phase of broadcasting, before or after the fact. With all deference to this very able, busy and preoccupied public official, we doubt whether he had an opportunity to give the report submitted to the President any more time than its cursory reading consumed.

The views expressed in the Attorney General's report coincide to a remarkable degree with those of certain members of the FCC and with that agency's legal staff. This is not as strange as it may seem.

Comr. Frederick W. Ford, with the FCC for two and one-half years, came directly from the Attorney General's office where his status was assistant deputy attorney general for Congressional liaison. He has maintained close contact with the department since. He had been an FCC staff attorney from 1947 to 1953, latterly as chief of its hearing division.

Then there's Richard A. Solomon, who resigned in February 1959 as FCC's assistant general counsel for litigation to join the antitrust division of the Dept. of Justice after 16 years as an FCC attorney during which period Blue Book I was developed. And there's Daniel Ohlbaum, who left the FCC in May 1957 after eight years at the FCC to join the antitrust division. And Henry Geller, who resigned from the FCC in September 1957 after six years of service, to join the antitrust division.

There are many other facets of the Attorney General's report that must be of deep concern to broadcasters. Those growing out of the quiz and payola disclosures are understandable and perhaps even reasonable. There can be no justification for loose management or blatant or offensive advertising.

The real danger lies in any step, however slight, toward program control. That constitutes censorship. What, for example, does the Attorney General mean when he recommends that the FCC "adopt a program of more intensive scrutiny of broadcast licensees' practices before license renewals are granted?" There are other equally subtle and significant passages that can be interpreted as arrogation of control over programs.

There is an eager minority at the FCC that will regard the Attorney General's words (or those put in his mouth) as *carte blanche* to proceed against stations at license renewal time for failure to serve "public interest, convenience and necessity." No seven men in Washington can determine public interest. The public alone decides what is in its interest and, despite the quiz and payola incidents, the radio and television audience has not declined a bit.

The Supreme Court has never held that the FCC has the right to establish program standards. Congress, under Section 326 of the Communications Act, has clearly and specifically denied the FCC the right to censor. The Supreme Court, on the other hand, has concluded that radio is "included in the press whose freedom is guaranteed by the First Amendment."

Lawyers, depending on whom they represent, are able to cite court opinions to prove their contentions either way. This is because there has been no clear-cut determination by the Supreme Court on the questions of censorship and freedom of speech as they relate to program service or establishment of standards.

This is the basic reason for the current hearings before the FCC on program control. Blue Book II would not appear to help the objectivity of these proceedings.

Blue Book II, to the extent that it is in derogation of the First Amendment and the anti-censorship prohibition of Section 326, must be challenged. There can be no appeal from a Report to the President in a strictly legal sense. But there can be an appeal to reason. Certainly the specter of censorship is as repugnant to the Administration as it is to Congress, to broadcasters and to the public.

The first priority in broadcasting's list of responsibilities must be in defense of freedom of speech on the air. The legal test may have to await the first attempt to punish a station for its programming. All stations should be prepared to join in that crucial test. And Congress should be importuned to restate its intent.

Drawn for BROADCASTING by Sid Hix

"I understand all their wrestling shows are on the level now."

This Is a Posed Picture

■ The WDAF fleet of rolling stock is *never* lined up behind the station, as you see it above, except by appointment and under protest. ■ The newsmen, the farm department, the sportscasters and the remote crews who pilot the Signal Hill fleet can't spare much time for posing. The events they cover are spread all over the map . . . and they don't wait to happen. ■ Shortly before this picture was taken, here was the deployment: Unit #1 (News) at the Truman Library, where Harry S. Truman was receiving official documents from former Interior Secretary Oscar Chapman; Unit #2 (News) checking a reported robbery in a downtown fur shop; Unit #3 (Farm Dept.) with Farm Director Jack Kreck at state REA meeting in Jefferson City, covering activities of 350 delegates from every county in Missouri; Unit #4 (Sports Dept.) with Merle Harmon covering basketball double-header — Kansas State vs. San Francisco, Kansas University vs. Brigham Young — in Manhattan, Kansas; Unit #5 (News) at Municipal Air Terminal filming arrival of globe-girdling Max Conrad, the flying grandfather; Unit #6 (Mobile TV Truck) videotaping a 2½ hour presentation of "The Messiah" by the RLDS choir from the church's world headquarters in Independence, Missouri. ■ Our mobile fleet (the largest in the Heartland) moves with the news. When you look at the geography we cover from Signal Hill, that's a heap of moving.

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